IN THIS ISSUE: 1942 BUSINESS FORECAST

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

JANUARY 5, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 1
WASHINGTON, D. C.

BUSINESS & FINANCE

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JAN 6 - 1942
DETROIT

the record–

the station in New York that

in 1941 became the most powerful independent station in America

in 1941 served 239 advertisers — more advertisers, perhaps, than any other station, anywhere

in 1941 increased its primary coverage area by three million listeners

in 1941 dominated the News broadcasting field with both United Press and Associated Press services—The Newsreel Theatre—Fulton Lewis, Jr. —Wythe Williams—Fulton Oursler—George Hamilton Combs, Jr.

in 1941 installed its own "Washington Line" to better cover the important national news scene

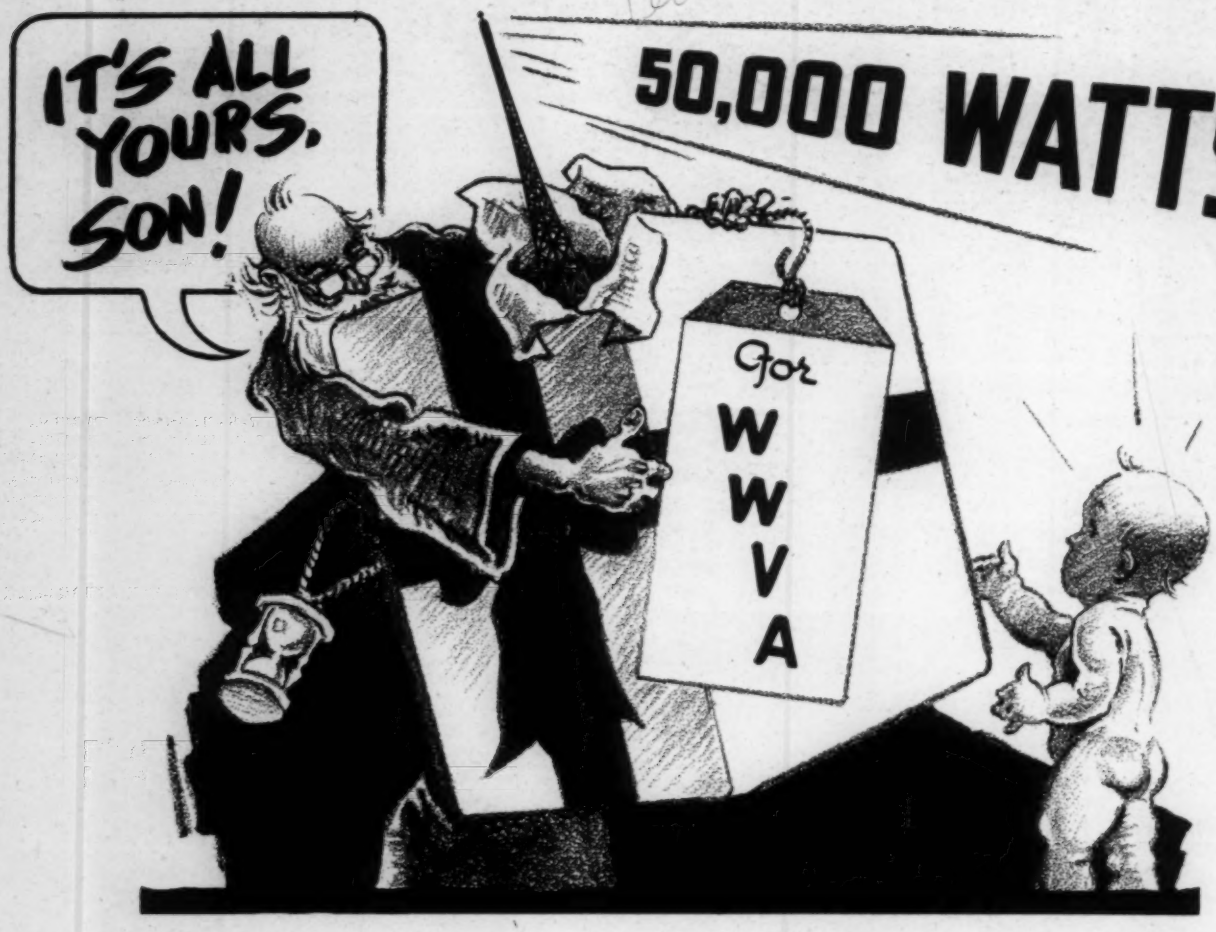
in 1941 led in Sports broadcasting with pro football and hockey play-by-play—Clem McCarthy—Dick Fishell—Bert Lee—Sam Taub—Marty Glickman—and then scored the grand coup by copping the 1942 Brooklyn Dodger games with Red Barber—Exclusive!

that station is the 50,000 Watt

WHN

1050 ON THE DIAL

–and the station to watch in 1942!



AS 1941 hangs up his hour glass and scythe to call it a day, our hats are lifted high in his honor for the magnificent job he did in rustling up a Construction Permit calling for a 50,000 Watt job to replace our present 5,000 Watt installation. It's thanks, old man, and happy retirement.

And as 1942 clears for action he finds stone masons, bricklayers, carpenters, plumbers, structural steel workers and engineers plugging away for dear life at the job of giving W W V A one of the most modern and efficient 50,000 Watt transmitting plants in the world—and that's a lot of territory! They promise us a finished job before the youngster travels very far.

Watch for definite announcement soon.

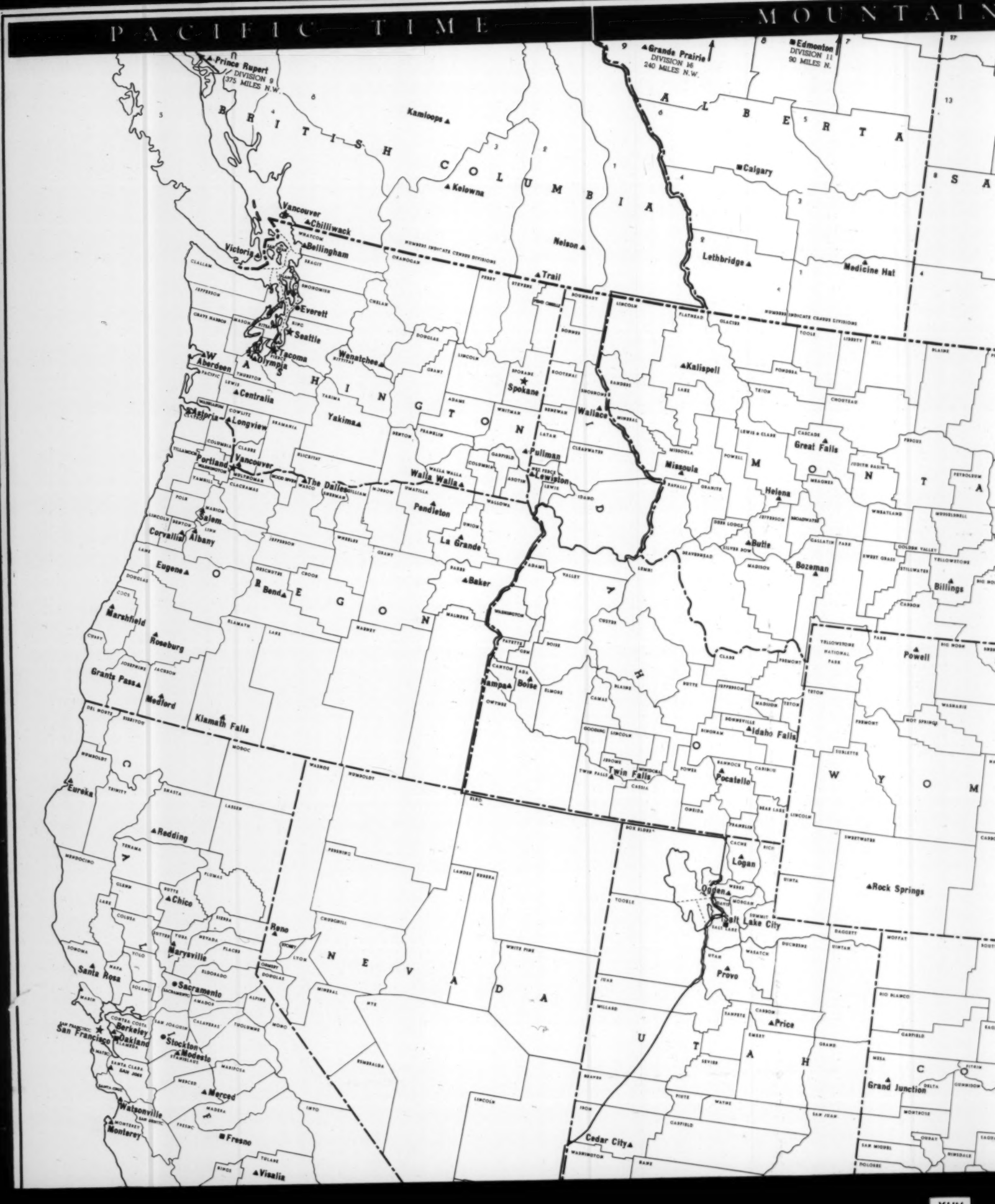
STILL ONE OF AMERICA'S GREATEST 5,000 WATT BUYS!

WWVA

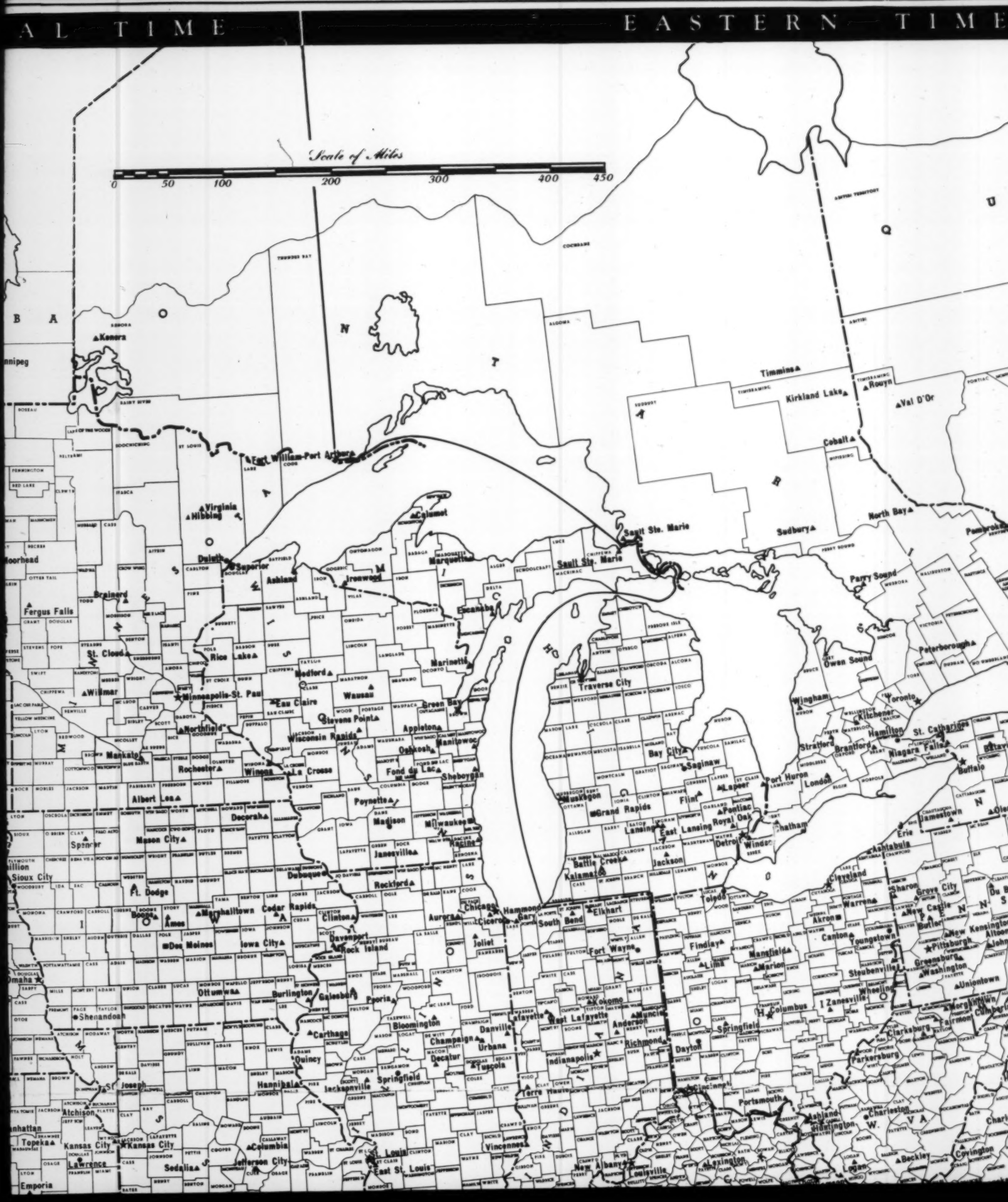
N. B. C. BASIC BLUE
WHEELING, WEST VA.

A FORT INDUSTRY STATION

5,000 WATTS


PACIFIC TIME
MOUNTAIN
Prince Rupert
DIVISION 9
375 MILES N.W.
Grande Prairie
DIVISION 16
240 MILES N.W.
Edmonton
DIVISION 11
90 MILES N.
BRITISH COLUMBIA
ALBERTA
Kamloops
Kelowna
Calgary
Vancouver
Chilliwack
Victoria
Bellingham
Nelson
Trail
Lethbridge
Medicine Hat
Everett
Seattle
Tacoma
Olympia
Aberdeen
Wenatchee
Kalispell
Spokane
Centralia
Wallace
Astoria
Longview
Yakima
Great Falls
Portland
Vancouver
Pullman
Missoula
The Dalles
Walla Walla
Lewiston
Helena
Salem
Pendleton
Corvallis
Albany
Butte
La Grande
Bozeman
Eugene
Baker
Billings
Bend
OREGON
Marshfield
Roseburg
Powell
Grants Pass
Medford
Klamath Falls
Hampa
Boise
Idaho Falls
Eureka
Twin Falls
Pocatello
WYOM
Redding
Logan
Rock Springs
Ogden
Chico
Salt Lake City
Reno
Marysville
NEVADA
Provo
Santa Rosa
Sacramento
Price
Berkeley
Oakland
San Francisco
Stockton
Modesto
UTAH
Grand Junction
Merced
Watsonville
Monterey
Fresno
Cedar City
Visalia

MOUNTAIN TIME
CENTRAL TIME
Flin Flon
115 MILES N.
Prince Albert
Saskatoon
Watrous
Yorkton
SASKATCHEWAN
Moose Jaw
Regina
MANITOBA
Brandon
Winnipeg
Kenora
Fort William-Port Arthur
Scale of Miles
0 50 100 200
Wolf Point
Minot
Devils Lake
Grand Forks
Virginia
Hibbing
Duluth
Superior
Ashland
Crosswell
MONTANA
NORTH DAKOTA
Mandan
Bismarck
Jamestown
Valley City
Fargo
Moorhead
Brainerd
Miles City
Billings
Fergus Falls
St. Cloud
Rice Lake
Hedford
Wausau
Aberdeen
Willmar
Minneapolis-St. Paul
Eau Claire
Stevens Point
Sheridan
Watertown
Northfield
Wisconsin Rapids
SOUTH DAKOTA
Pierre
Rapid City
Mankato
Rochester
Winona
La Crosse
Albert Lea
Decorah
Sioux Falls
Mason City
Spencer
Yankton
Vermillion
Sioux City
Ft. Dodge
Boone
Ames
Marshalltown
Cedar Rapids
Clinton
Davenport
Rock Island
Iowa City
Des Moines
Norfolk
Fremont
Omaha
Ottumwa
Burlington
Galesburg
Peoria
Carthage
Shenandoah
Lincoln
Grand Island
Kearney
North Platte
Hastings
Sterling
Greeley
Denver
Colorado Springs
Pueblo
Scottsbluff
Cheyenne
Casper
Quincy
Hannibal
Jacksonville
Springfield
St. Joseph
Atchison
Manhattan
Topeka
Kansas City
Lawrence
Columbia
Jefferson City
Sedalia
Salina
Great Bend
Emporia
East St. Louis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Virginia
Hibbing
Duluth
Superior
East William-Port Arthur
Calumet
Ironwood
Marquette
Sault Ste. Marie
Timmins
Kirkland Lake
Rouyn
Val D'Or
Cobalt
Sudbury
North Bay
Parry Sound
Owen Sound
Peterborough
Toronto
Hamilton
St. Catharines
Niagara Falls
Buffalo
Brainerd
Fergus Falls
St. Cloud
Rice Lake
Willmar
Minneapolis-St. Paul
Eau Claire
Wausau
Green Bay
Marinette
Escanaba
Traverse City
Bay City
Saginaw
Port Huron
London
Stratford
Brantford
Wingham
Kitchener
Northfield
Mankato
Rochester
Winona
La Crosse
Wisconsin Rapids
Stevens Point
Appleton
Oshkosh
Manitowoc
Fond du Lac
Sheboygan
Muskegon
Grand Rapids
Flint
Pontiac
Royal Oak
Detroit
Windsor
Chatham
Albert Lea
Decorah
Mason City
Spencer
Sioux City
Ft. Dodge
Waterloo
Dubuque
Madison
Milwaukee
Racine
Janesville
Poynette
Rockford
Chicago
Aurora
Cicero
Hammond
Gary
South Bend
Elkhart
Kalamazoo
Battle Creek
Jackson
Lansing
East Lansing
Lapeer
Toledo
Cleveland
Erie
Jamestown
Ashtabula
Sharon
Grove City
Warren
Akron
Canton
Youngstown
New Castle
Butler
Pittsburgh
New Kensington
Altoona
Johnstown
Greensburg
Washington
Uniontown
Steubenville
Wheeling
Zanesville
Columbus
Springfield
Mansfield
Marion
Findlay
Fort Wayne
Lima
Omaha
Shenandoah
Atlantic
Ottumwa
Burlington
Galesburg
Peoria
Bloomington
Champaign
Urbana
Danville
Decatur
Tuscola
Lafayette
West Lafayette
Kokomo
Muncie
Richmond
Indianapolis
Dayton
Cincinnati
Clarksburg
Parkersburg
Fairmont
Morgantown
Cumberland
Carthage
Quincy
Joseph
Hannibal
Jacksonville
Springfield
Terre Haute
Vincennes
Portsmouth
Ashland
Huntington
Charleston
W. VA
Atchison
Topeka
Kansas City
Lawrence
Sedalia
Columbia
Jefferson City
St. Louis
East St. Louis
New Albany
Louisville
Lexington
Beckley
Logan
Covington
Emporia

ATLANTIC TIME
NEW BRUNSWICK
NOVA SCOTIA
P.E.I
Charlottetown
Summerside
Campbellton
Chicoutimi
Ste. Anne de la Pocatiere
Riviere du Loup
Quebec
Three Rivers
Montreal
Sherbrooke
Frederickton
Saint John
Moncton
Sackville
Sydney
Halifax
Yarmouth
Bangor
Augusta
Portland
Lewiston
Pembroke
Hull
Ottawa
St. Albans
Plattsburg
Burlington
Waterbury
Ogdensburg
Prescott
Saranac Lake
Kingston
Watertown
Rutland
Lacona
Portsmouth
Manchester
Lowell
Lynn
Boston
Utica
Schenectady
Albany
Pittsfield
Fitchburg
Worcester
Rochester
Syracuse
Auburn
Batavia
Buffalo
Springfield
Providence
Fall River
New Bedford
West Yarmouth
Ithaca
Endicott
Binghamton
Elmira
Olean
Hartford
New Britain
Poughkeepsie
Waterbury
Newburgh
New Haven
New London
Bridgeport
Middletown
Stamford
White Plains
Yonkers
New York
Brooklyn
Scranton
Wilkes-Barre
Hazleton
Williamsport
Easton
Paterson
Newark
Jersey City
Freeport
Du Bois
Sunbury
Allentown
Reading
Trenton
Red Bank
Asbury Park
Lewistown
Harrisburg
Philadelphia
Camden
Lancaster
York
Atlantic City
Wilmington
Bridgeton
Unionton
Hagerstown
Baltimore
Cumberland
Frederick
Winchester
Washington
Salisbury
Harrisonburg
Fredericksburg
Charlottesville
Richmond
Covington
Lynchburg
Petersburg
Newport News
Norfolk
DEL.
MD.
N.J.
N.Y.
CONN.
R.I.
MASS.
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N.H.
MAINE
OHIO
PA.
W. VA.
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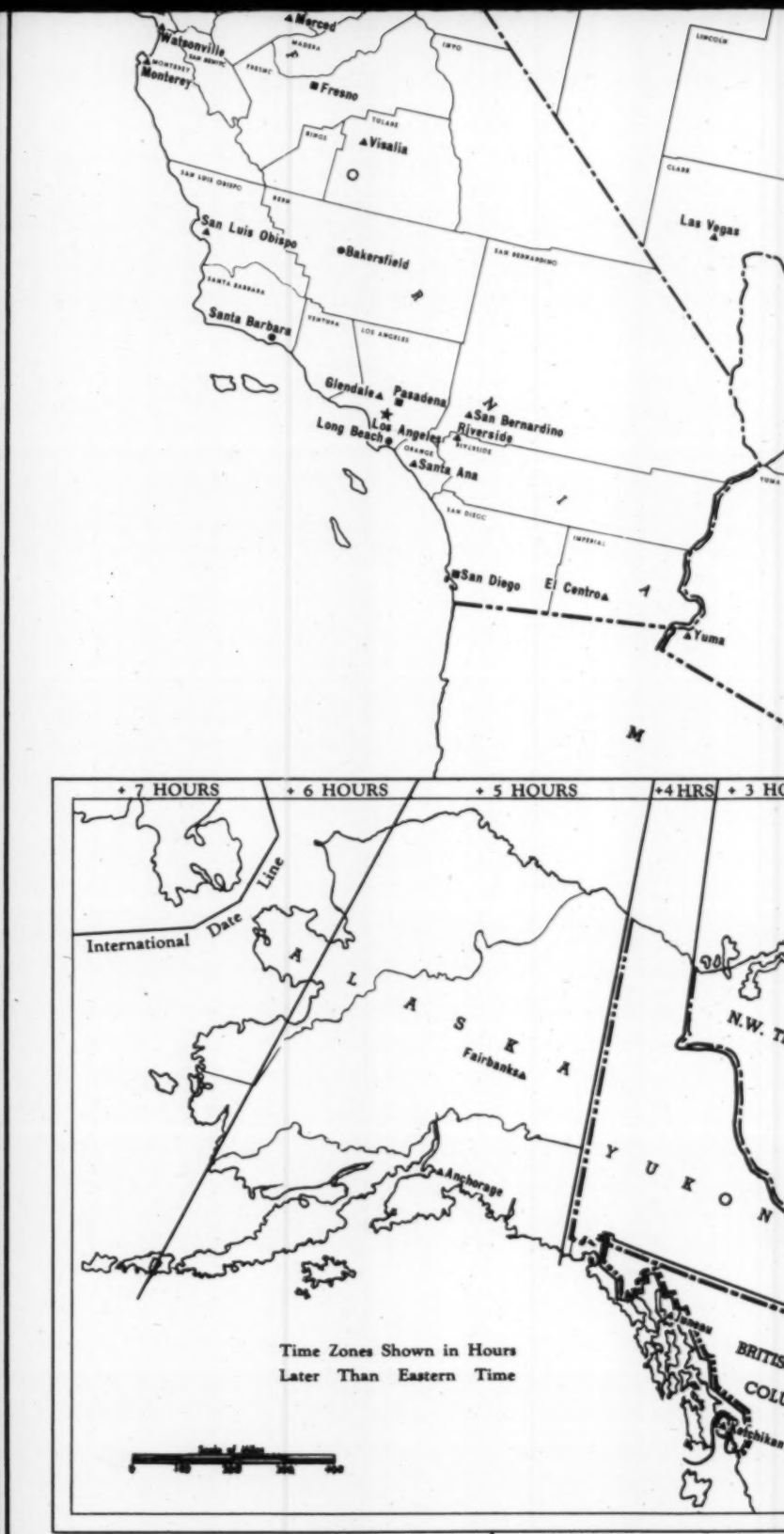
KY.


Merced
Watsonville
Monterey
Fresno
Visalia
San Luis Obispo
Bakersfield
Santa Barbara
Glendale
Pasadena
San Bernardino
Riverside
Los Angeles
Long Beach
Santa Ana
San Diego
El Centro
Yuma
Las Vegas
+ 7 HOURS
+ 6 HOURS
+ 5 HOURS
+4 HRS
+ 3 HO
International Date Line
ALASKA
Fairbanks
Anchorage
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N.W. T
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Time Zones Shown in Hours
Later Than Eastern Time

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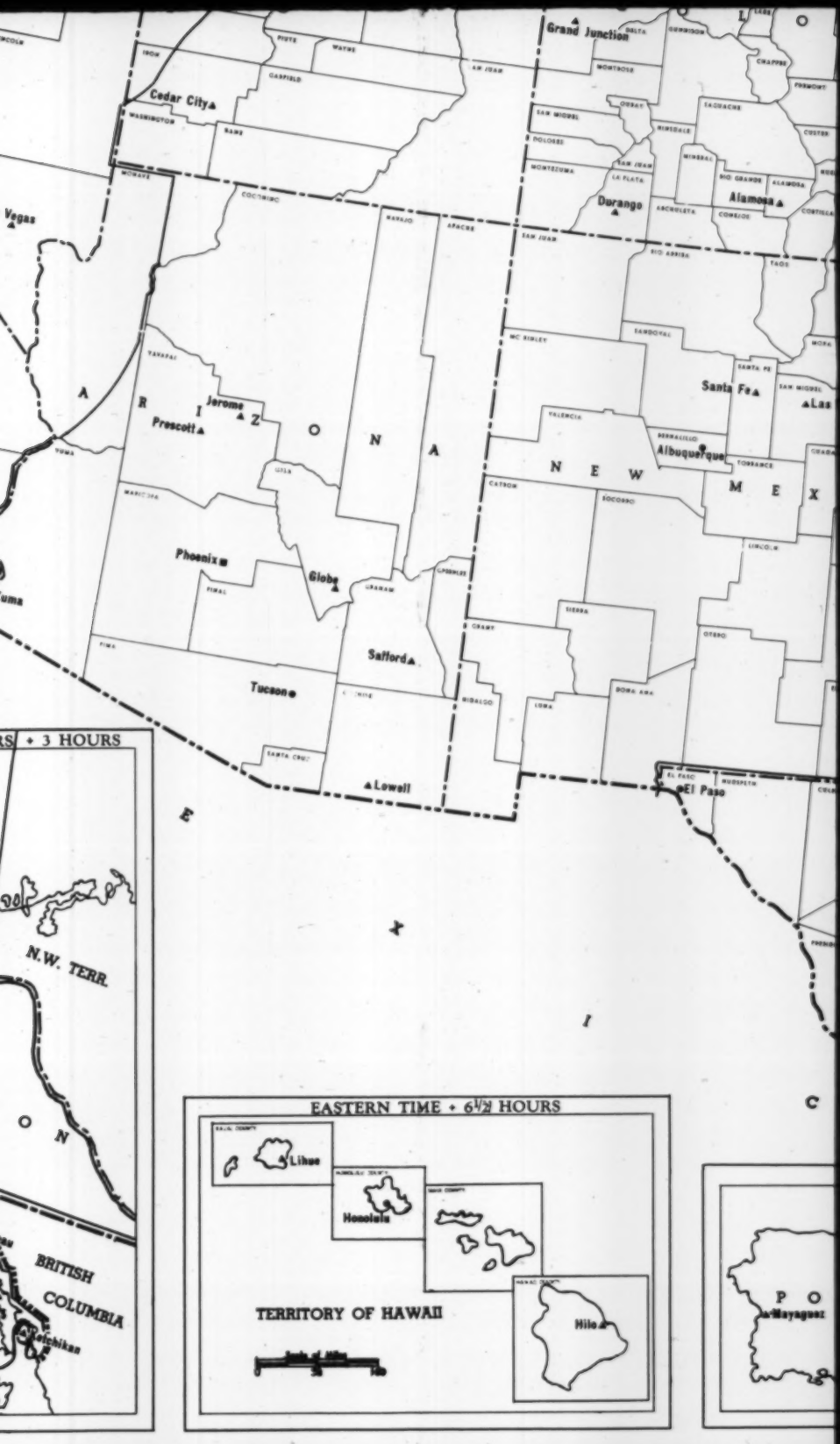
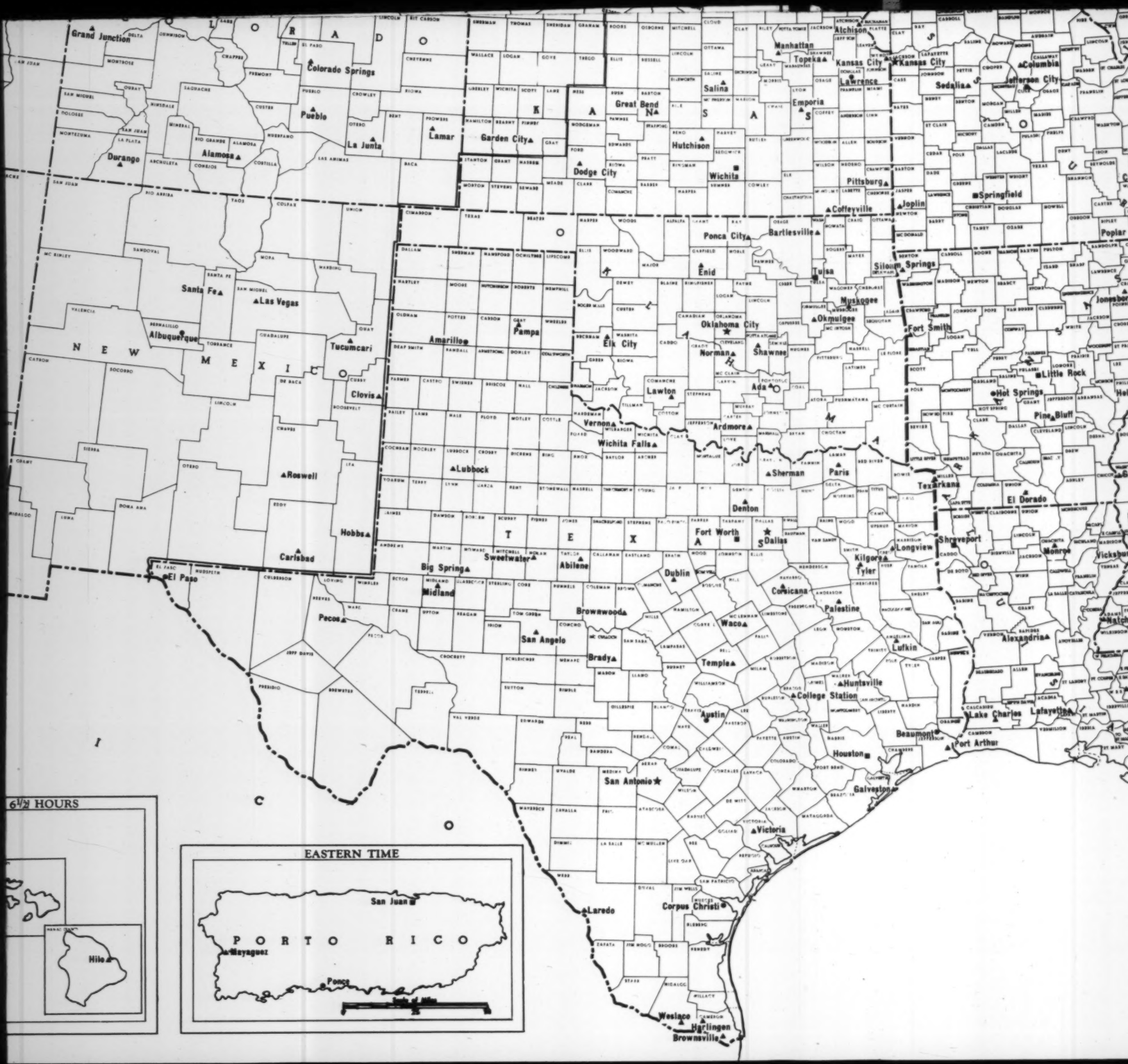


WITH STANDARD



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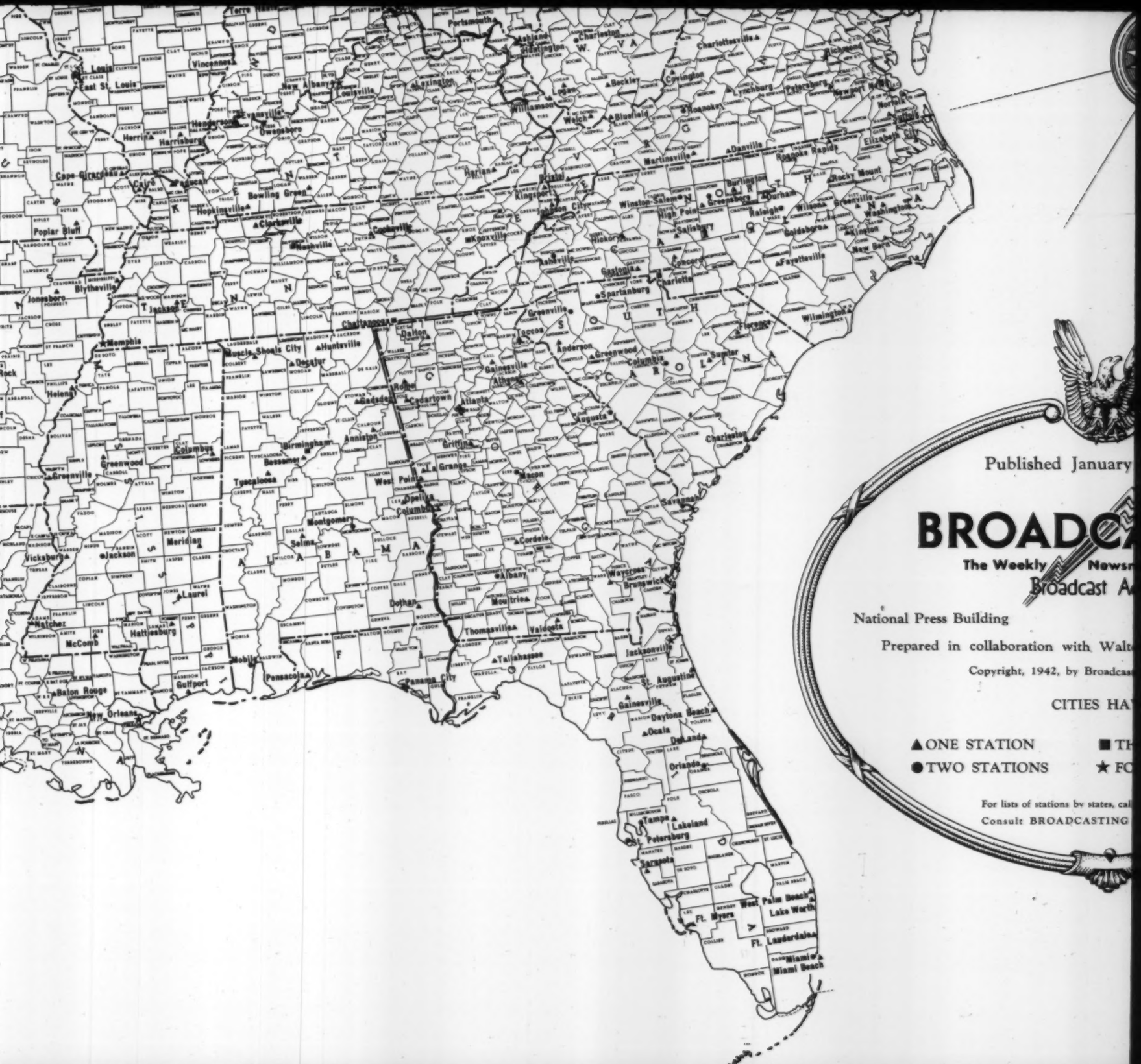

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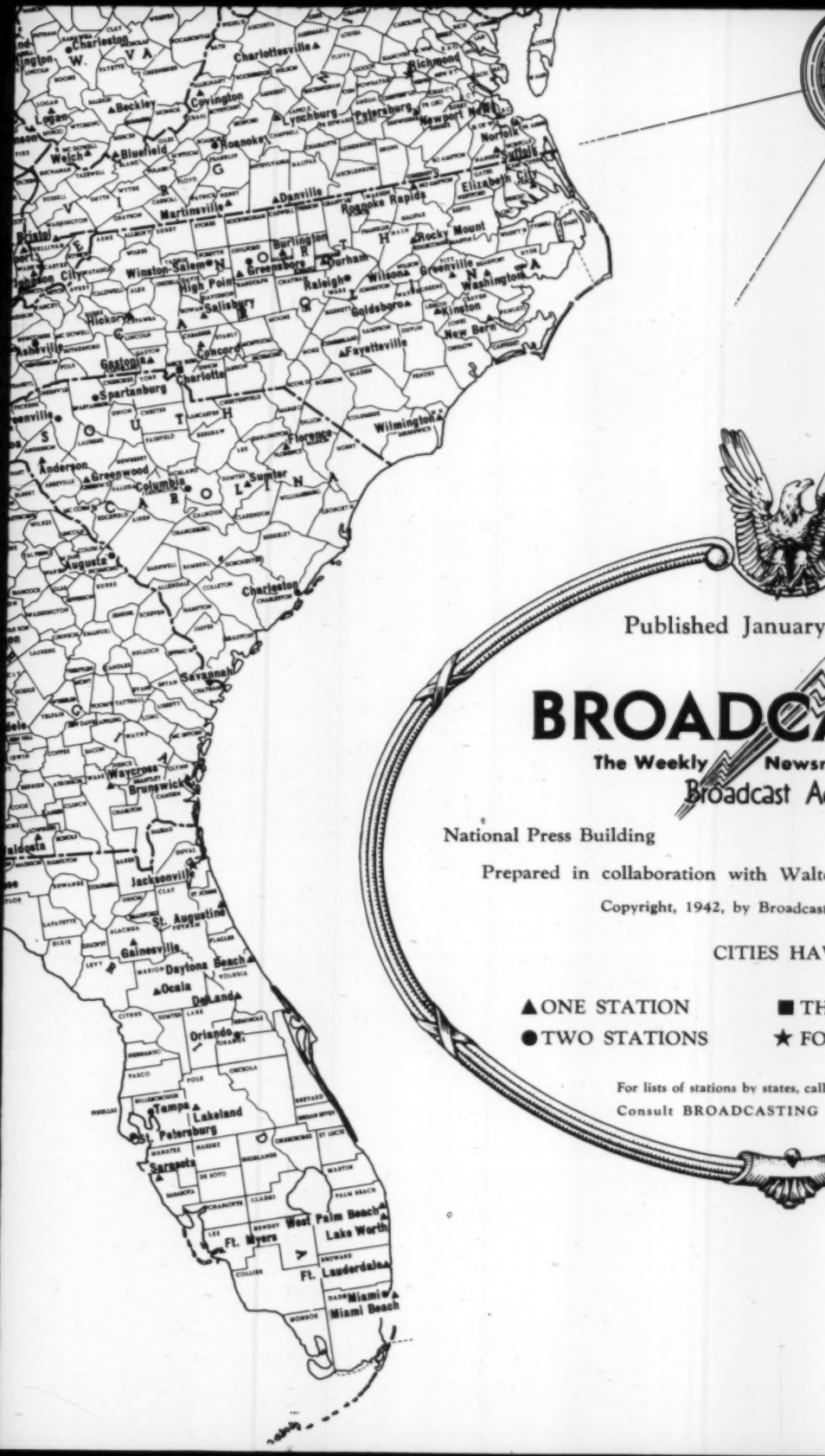


Published January

BROADCA

The Weekly Newsm

Broadcast Ad

National Press Building

Prepared in collaboration with Walt

Copyright, 1942, by Broadcast

CITIES HA

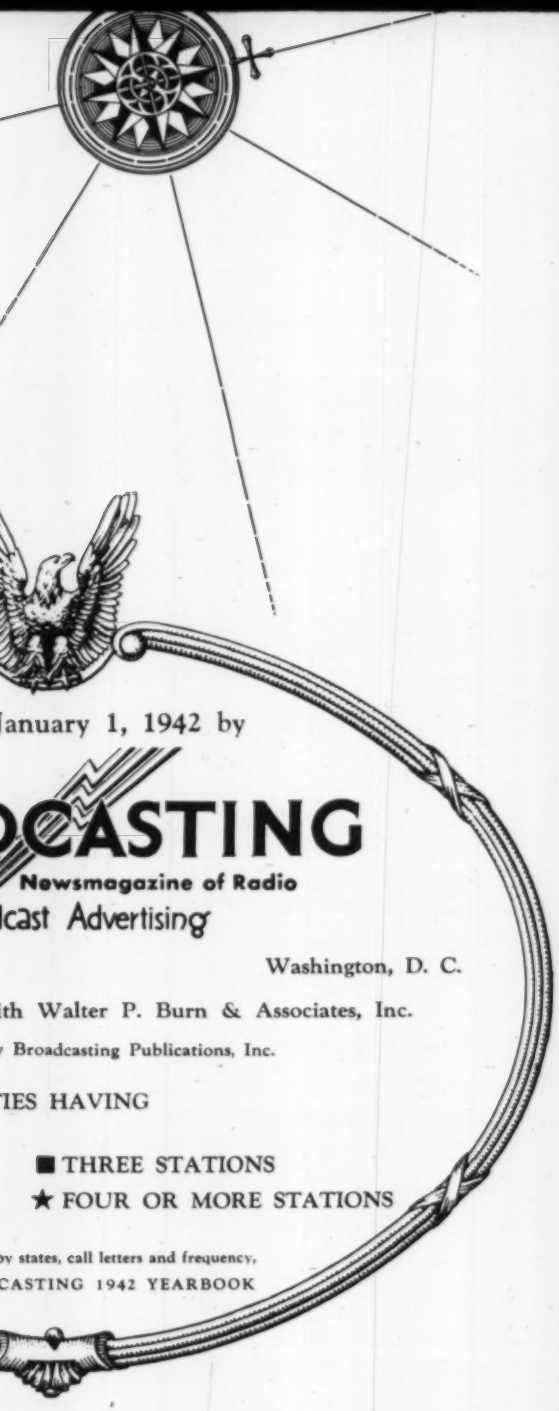
▲ ONE STATION ■ TH

● TWO STATIONS ★ FO

For lists of stations by states, call

Consult BROADCASTING

STATES AND CAN



January 1, 1942 by

DCASTING

Newsmagazine of Radio

dcast Advertising

Washington, D. C.

ith Walter P. Burn & Associates, Inc.

Broadcasting Publications, Inc.

TIES HAVING

■ THREE STATIONS

★ FOUR OR MORE STATIONS

by states, call letters and frequency,

CASTING 1942 YEARBOOK

BASE MAP COPYRIGHT A. B. MUIRHEAD, I

NADA

R v.22 pt.1 Ja-My'42

Alike?

It's the same traffic light but what a whale of a difference the colors make

HERE'S LIGHT ON A SOUND SUBJECT

To make a "Go" of any radio campaign there must be plenty of vivid, colorful showmanship. A slight suggestion to buy is a potent selling force, if the program is packed with the punch of showmanship. Showmanship, the life blood of radio, is so inexorably a part of WSM, that this station feeds more evening productions to the NBC network than any other independent station in America. Seven NBC programs a week originate at WSM!

This recognition, plus five showmanship awards, is more than a tribute to WSM's huge, versatile talent staff. It is the power, stronger even than our 50,000 watts, that has built a large and loyal audience and has brought over 40,000 letters in response to a single program. It is the stepping stone to sales in the South. It's salesmanship through showmanship! And it's at WSM! May we tell you more?

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

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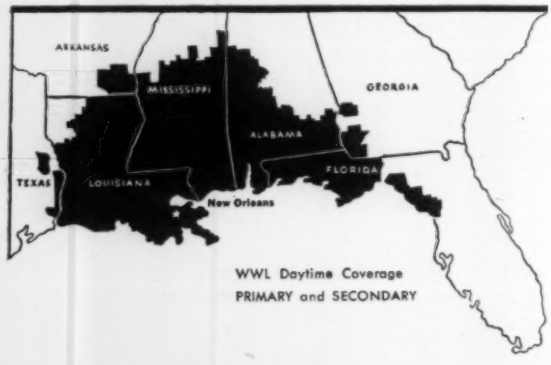
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

...ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Applause from Alaska

Sales for you right here . . .



You get both with:

WWL NEW ORLEANS

50,000 watts - - clear channel

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

Fan mail from advertisers who concentrate their New Orleans market money with WWL is our *real* thrill-bringer, however. Each new success story underlines the fact that WWL is . . .

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

January 5, 1942

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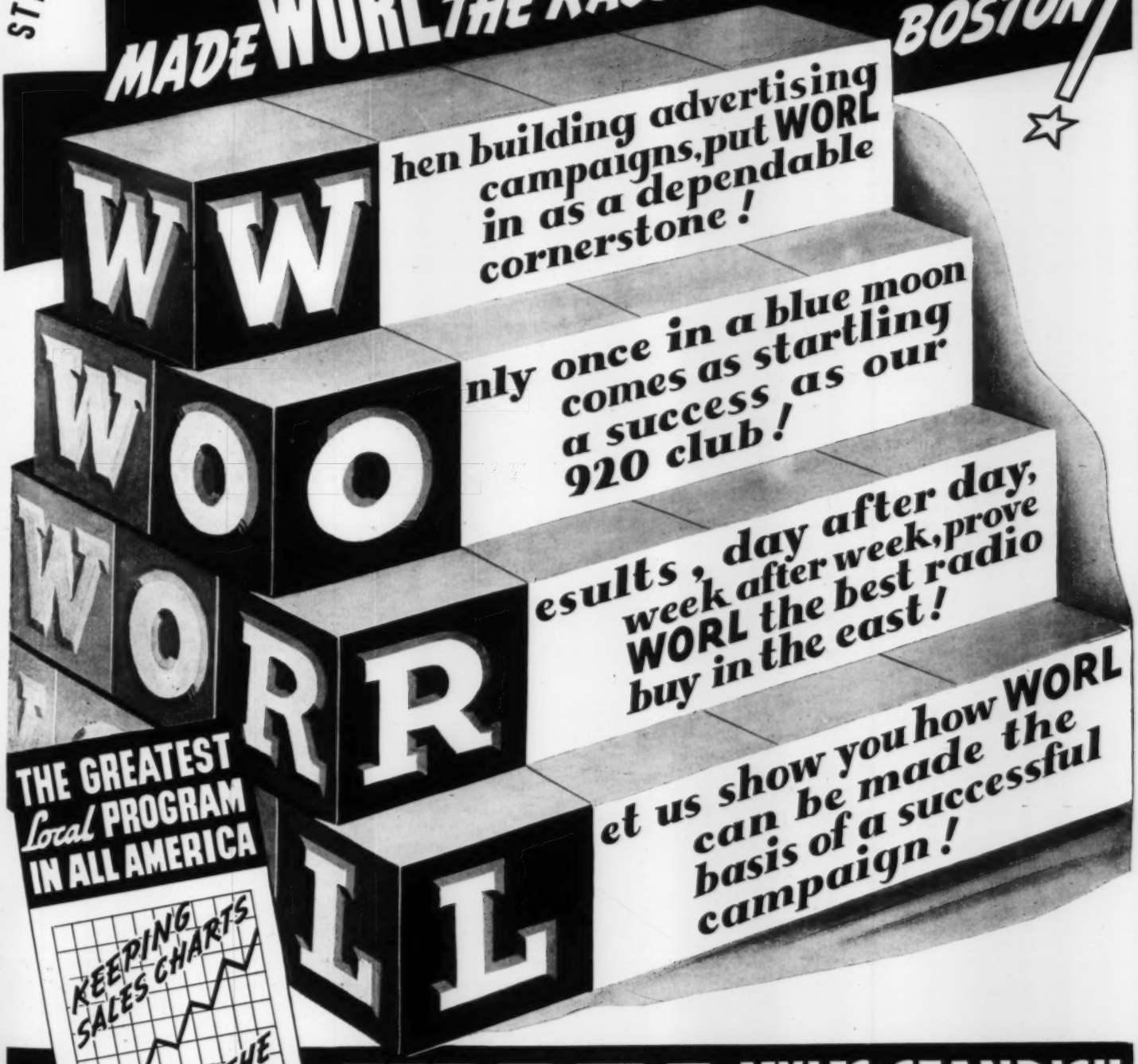
BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB *now*, to sell this bigger, wealthier market!

KFAB LINCOLN, NEBR

XUM

STEP BY STEP . .

THE 920 CLUB MADE WORL THE RADIO SENSATION OF BOSTON



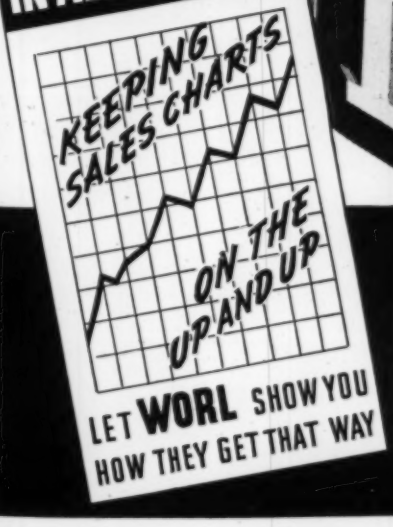
hen building advertising campaigns, put WORL in as a dependable cornerstone!

nly once in a blue moon comes as startling a success as our 920 club!

esults, day after day, week after week, prove WORL the best radio buy in the east!

et us show you how WORL can be made the basis of a successful campaign!

THE GREATEST *Local* PROGRAM IN ALL AMERICA



LET WORL SHOW YOU HOW THEY GET THAT WAY

WORL

MYLES STANDISH *Hotel*

BOSTON, MASSACHUSETTS

950 KILOCYCLES

SOMETHING TO KROW ABOUT IN OAKLAND-SAN FRANCISCO!

Unless you've actually spent time in the San Francisco Bay Area, it's hard to realize that Oakland is far more than just a suburb of San Francisco—that Alameda County (Oakland-Berkeley) is almost as important as San Francisco County (Pop: 506,200 against 629,600).

Truth to tell, it is mere *wishfulness* to hope that any one station, great or small, can "cover" the entire San Francisco Bay Area. Realistically meeting this situation, lots of smart national spot advertisers are buying one or another of the network stations in San Francisco, and using Station KROW as a supplement.

Station KROW is the leading independent station in this section. It produces more local live-talent shows than *any* other station in this region. In a 5-day coincidental telephone survey early last year, it was proved that, at certain hours, Station KROW delivers East Bay listeners at the lowest cost per thousand of *any* Bay Area Station. . . .

Reaching 2,314,811 people within its half-millivolt contour, KROW does an excellent supplementary job in a *big* market. Ask for the proof!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . .IOWA. . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . .SOUTHEAST. . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . .SOUTHWEST. . .

KGKO . . . . . FT. WORTH-DALLAS
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . .PACIFIC COAST. . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . . . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

AND
WRIGHT-SONOVOX, INC.

KROW

Oakland-San Francisco

THE SHOWMANSHIP STATION

1000 watts . . . . . 960 KC

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 1 WASHINGTON, D. C., JANUARY 5, 1942 $5.00 A YEAR—15c A COPY

Networks Strike Back as Suits Are Filed

War Effort Cited by Paley, Trammell; Consent Decree Talk Is Heard

IGNORING pending litigation attacking the validity of the FCC's network monopoly regulations, as well as the war emergency, Assistant Attorney General Thurman Arnold's Anti-trust Division of the Department of Justice last Wednesday instituted anti-trust actions against RCA-NBC and CBS. The civil suits, filed in Chicago, seek even more drastic alteration of network-station operations than the FCC's punitive regulations.

Long rumored, the Sherman anti-trust suits to divest the networks of purported domination of broadcasting were filed just 12 days in advance of hearings before the statutory three-judge Federal court in New York on the injunction suits filed by the networks against the FCC's regulations.

Text of Justice Dept. charges against networks will be found on page 18.

Violation Claimed

Whereas the FCC's rules were drafted on the premise that it was empowered to regulate chain broadcasting, the Department of Justice actions are founded on purported violation of the anti-trust laws.

In addition to naming NBC and RCA, the more detailed suit also was against David Sarnoff, as chairman of NBC and president of RCA; Niles Trammell, NBC president, and William S. Hedges, Mark Woods and George Engles, listed as vice-presidents of NBC. Mr. Engles resigned several months ago.

The CBS suit named William S. Paley, president, Edward Klauber, executive vice-president, and Herbert V. Akerberg, vice-president in charge of station relations. The NBC suit was assigned to Federal District Judge Charles E. Woodward, and the CBS case to Judge John P. Barnes. Parties have 20 days in which to answer, or until Jan. 20.

What effect the new litigation will have on the New York proceedings is uncertain. Probability that one or the other of the cases will be held up pending an initial determination was foreseen. Moreover, it is expected that following long precedent, the Anti-trust Division will undertake overtures, direct or indirect, toward evolution of a consent decree which may have as its goal a negotiated settlement, under court jurisdiction, of both the new civil suits and the litigation precipitated by the FCC's regulations.

The separate suits came also at a time when RCA-NBC had taken definite strides toward divorcement of the Red and Blue Networks and in fact had negotiations under way for sale of the Blue. But the Department evidently took the position that the transfer of the Blue to RCA was not the kind of severance deemed consistent with anti-trust requirements.

The suits came as more of a shock than as a surprise. For several months it has been known that the Department had assigned one of its ace attorneys, Victor O. Waters, to preparation of papers. He had observed closely the proceedings before the FCC on the chain-monopoly regulations and the subsequent inquiry before the Senate Interstate Commerce Committee on the propriety of the regulations. The Senate Committee has never issued a report on those proceedings.

Both Messrs. Paley and Trammell denounced the action as untimely and as a serious deterrent to maximum wartime operations. They expressed surprise that the additional suits should be filed while the injunction suits are pending before the New York Court.

Beyond Monopoly Rules

Going far beyond the chain-monopoly regulations, the complaints ask the court to compel NBC and CBS to abandon time options, exclusive affiliation contracts and other existent practices which the Government alleges give the networks a monopolistic hold. Unlike the FCC rules, which would allow reasonable time for disposition by NBC of the Blue and for the sale of stations owned by the networks in cities with four or less stations, the Anti-Trust Division would force prompt liquidation,

(*Continued on Page 37*)

Manila Broadcast Stations Dismantled

Mobile Portions Moved From City, Rest Destroyed

BY PREARRANGED plan Manila's four broadcast stations were "dismantled and destroyed" by their owners several days before the fall of the Philippine capital, according to official advices received last week by the War Department. All other communications operations headquartered in Manila, including point-to-point, Army and Navy facilities, so far as known, likewise were dismantled.

First War Casualties

Network pickups from Manila ceased at 1 a. m., Dec. 31, Manila time, or 8 a. m., Dec. 30, EST. The dismantling operations, decided upon to prevent the facilities from falling into the hands of Jap invaders, constituted the first war casualties for stations under the American flag. All five Philippine stations—four of them in Manila—while licensed by the Philippine Government, nevertheless operated under U. S. standards.

The War Department information stated simply that the stations had been "dismantled and destroyed" coincident with the declaration of Manila as an open city on Dec. 26. It is presumed that transmitters were moved and that all other immobile equipment, such as antennas, were blown up.

According to official logs, Manila had four stations. KZRH, licensed to H. E. Heacock Co. Inc., operated on 710 kc. with 10,000 watts. It was managed by Bertrand H. Silen, who, until the cessation of comunications with Manila last week, was NBC's reporter.

KZRM, operated on 620 kc. with 10,000 watts, was licensed to the Far Eastern Broadcasting Co., Inc., and was a CBS outlet. The manager was F. Da Silva. George J. Vogel, production manager, was in the United States last month and discussed Philippine broadcast operations [BROADCASTING, Dec. 8].

KZRF, on 780 kc. with 1,000 watts, also was licensed to Far Eastern and had the same executive personnel. The fourth station in Manila was KZIB on 900 kc. with 1,000 watts, and was licensed to I. Beck.

The Philippine's fifth station is KZRC, Cebu City, operating on 1200 kc. with 1,000 watts. It is owned by the Heacock Co. and under the general management of Mr. Silen. Whether it is still on the air is not known.

Provision for war insurance compensation for the Philippine stations, as well as for stations in other areas which may be victimized by war activities, are being made by the War Insurance Corp., created by the Reconstruction Finance Corp., with an original capitalization of $100,000,000.

The purpose is to reimburse the properties of American companies and cities damaged by hostile air attacks and other enemy military activities. The Philippines are definitely included in the protected area under the RFC plan, it is understood.

Protection will be provided also for Hawaii, Puerto Rico and the Virgin Islands. Businesses and individuals suffering war damage will be required to file claims on their losses with the new corporation. Rules and regulations for the filing of claims now are being drafted, it was learned last Friday, and will be made available shortly.

XUM

Industry Hits Boom in Early War Days

But Air of Uncertainty Marks Buyers Of Time as Events Occur Quickly

THE WAR hasn't yet come to radio advertising.

At least, there have been few important upsets since the Jap attack and business seems to be going about as usual.

Except that it's even better than usual in most lines. In fact, it's more in the nature of a young and active boom.

The opening of a new year finds the broadcast advertising industry at all-time highs in nearly every classification. Stated bluntly, business is wonderful.

Now if it will only keep that way for 12 months, 1942 will smash all the business records established in 1941.

Danger of Upset

The catch lies in the danger of a severe upset, a violent turnover in the national economy This can arise from two factors: 1, a switch to wartime consumption and production; 2, repercussions from enemy attacks on American shores. Superimposed on these economic factors are the military and regulatory controls already exercised and the all-out power of the Government to upset the applecart completely should such a measure become necessary in conduct of the war.

These elements offer worries to the broadcast industry as well as to the affiliated advertising and business enterprises directly and indirectly affected. But on the bright side appears the possibility that 1942 business and economic upsets may not be unduly severe.

Radio is delicately situated from the regulatory standpoint, and it has not yet felt the full import of what will be normal wartime censorship restrictions.

But at the same time radio is fortunately situated from an advertising standpoint because its main customers are producers and distributors of products least likely to suffer from the effects of priorities and switchovers to military production.

Leading radio advertisers, of course, are drugs, foods, tobaccos, soaps and cleansers, and petroleum products. On the other hand auto, home appliances and tire industries, hardest hit by rationing, are not generally heavy users of radio and even so they are known to be interested in institutional campaigns to protect trade names. The auto industry and related lines were badly upset by the bans on auto and tire sales.

Main demand at the moment is for announcement time, especially adjoining news programs and commentaries. Naturally the demand for news broadcasts and commentaries has been lively for some years, swelling rapidly the latter weeks of 1941.

Cancellations have been almost non-existant despite the churning mentality of a nation caught in a surprise armed attack. In fact, there aren't even any war clauses in the new NBC and CBS contracts, though MBS has been inserting them. The other networks claim they will deal considerately should any advertiser run into an emergency, and they don't care to upset the present 13-week contract cycle.

Apparently most agencies are finding that their clients are ready to accept advertising budget recommendations for 1942 and they expect them to be carried out through the year, barring emergency. Some delay has naturally occurred because of the delicate nature of the economic structure, but it has not been at all serious.

Blackouts No Trouble

Not even radio blackouts on the Pacific Coast have caused any lasting disturbance. Repercussions were lively early in December when radio blackouts were ordered with considerable abandon but the shocks quickly disappeared and now the Coast acknowledges, as usual, no superiors in confidently anticipating a fancy business year.

And of course some of the recent activity can be traced to a get-it-while-the-getting's-good feeling on the part of those having goods and products to sell, indicating considerable fear for the future.

New York

AS AMERICAN radio swings into its full first year of wartime operations, broadcasters, advertising agency radio executives and station representatives interviewed by the New York office of BROADCASTING last week agreed that at the moment the industry's revenue from advertisers is at an all-time high, but they were also unanimously chary of making any long-range predictions about the course of radio during 1942.

Right now, they chorused, business is wonderful. Established users of radio time are increasing the size of their networks and the extent of their spot schedules. Advertisers who formerly concentrated their expenditures in printed media are expressing definite interest in radio.

News and commentary programs are at a premium, as are also the spots immediately preceding and following them. There have been almost no cancellations because of wartime restrictions or priorities. As far as can be seen now, 1942 ought to be an even better year for commercial radio than 1941.

BUT, the United States is engaged in an all-out war effort in which there can be no business as usual and while the business outlook is a pure rose color as of here and now, no one knows what changes may occur before New Years Day, 1943.

The restrictions recently imposed on the manufacture and sale of automobiles and tires, which did not happen to effect radio billings appreciably since neither of these industries has been a heavy user of radio time, may be followed by similar curtailments in other fields which might result in cancellations of radio contracts.

Leading Clients

At the moment, this appears unlikely. Radio's leading advertisers —drugs, foods, tobaccos, soaps and cleansers, petroleum products, to limit the list to the top five classifications—seem among the things least likely to be preempted for military use. Automobiles, home appliances and other machines, whose manufacturers have diverted their materials, men and plants into direct war efforts, are not as a rule heavily advertised on the air.

Manufacturers of such merchandise who are radio advertisers—such firms as Ford, Chrysler, Bell Telephone System, General Electric, Du Pont, to name only a few—use their radio programs chiefly for institutional advertising and to date they are all continuing their programs.

In the opinion of many radio executives, such programs of institutional advertising are likely to increase rather than fall off in the coming year, with advertisers who formerly used printed media to promote direct sales turning to radio to promote good will and to keep their names alive until the time when they again will have something to sell to the public.

One network sales chief predicted that 1942 would see more programs of the *Treasury Hour* type, sponsored either by single manufacturers or by industrial groups to aid in promoting the country's war efforts, with only a credit line given to the sponsors.

New York agency men were optimistic over the outlook for 1942, with none of them expecting any cancellations among their clients due to war demands. Even those handling metal products, which might easily be affected by war demands, report no immediate changes in radio plans. The manufacturers of Gillette and Schick Injector razors, for example, are going right ahead with their broadcasting and will change their plans only when and if it becomes necessary.

Net War Clause

Since the inclusion of war clauses in all MBS contracts, a few agencies have tried to obtain similar provisons from NBC and CBS, but as yet these older networks have not shortened their 13-week cancellation periods. Executives at both NBC and CBS explained that in any emergency they will be glad to discuss the situation with any of their clients and that they will not stand on the letter of the contract if to do so would work any hardship on the advertiser.

In most cases, however, they pointed out, an advertiser whose facilities might be requisitioned by the Government would have at least a 13-week supply of his regular merchandise to dispose of, and they did not wish to break down the established system of 13-week broadcasting periods for any but exceptional individual cases. Generally, most agencies are content to continue under the present arrangement.

No new trends in programming were reported, with the exception of the increased demand for news periods and announcements adjacent to them. Comedy will be a major part of the radio fare as usual, but there is as yet no noticeable rush on the part of sponsors for this kind of program to the exclusion of drama, music or other types of radio entertainment. While perhaps not strictly speaking a trend in programming, there has been during the past few months a

EIGHT PAWS for station identification belong to regular employes of Columbia network who were photographed and fingerprinted as a defense measure. The "ordeal" of furnishing digit diagrams hasn't dampened the enthusiasm of (l to r), Photographic Head Michael Fish; Publicity Chief Louis Ruppel; Fashion Editor Rosellen Callahan and Assistant Publicity Director Hal Rorke (recently Pacific Coast representative of CBS and now permanently in New York).

tendency on the part of national advertisers to include in their broadcasts a plug for defense bonds which undoubtedly will continue to grow during the coming year.

It seemed significant that among all the New York interviews conducted with advertising agency executives there was not a single mention of any fear that radio schedules might be disrupted by blackouts because of air raids or threats of such raids.

On the contrary, there were many mentions of the splendid job radio has done in keeping the public informed of each war development and how this service, even though at times interrupting commercial programs, had more than made up to sponsors for such interruptions by attracting audiences far larger than usual.

There was a general feeling that radio listening is on the upswing, not only for news but for all types of programs, and that this trend will continue throughout the duration of the war.

To sum up the radio situation as it appears in New York at this time: Radio advertising reached a new high in 1941 and, excepting for some contingency which has not yet appeared, will achieve an even higher peak in 1942.

Chicago

LEADING midwestern advertisers, agency executives, network officials, station managers, and radio station representatives expect radio to retain the commercial gains which it has developed year after year. Any prediction, of course, is tempered with that necessary qualification — "dependent upon the course of the war".

In 1941 BROADCASTING on the basis of its survey predicted the greatest year in the history of radio, but cautioned even the most conservative observers with an ominous IF. The year *was* the greatest in the history of the industry, but on Dec. 7, 1941, that IF became WHEN.

As pointed out by one of the advertising elders of Chicago, analogies between World War I and II, do not, for the most part, apply. In the first place, commercial broadcasting did not exist during the last war. Secondly, priorities presented no problem—manufacturers continued to turn out their products if they could get labor. And thirdly, the method of fighting in this war is basically different than the last.

Blitz methods mean that the entire civilian population must be as thoroughly and effectively organized as the Army. And that means a civilian readjustment to a wartime economy — a readjustment that will make necessary some changes in advertising.

This is the Time!

These changes, however, may mean immediate utilization of radio by advertisers to reap full benefit of immediate sales potentialities. As expressed by William Polje, president of Pollyea Adv., Terre Haute, which directs advertising for Hulman Co., Terre Haute (Clabber Girl baking powder), "I am urging marketers to intensify advertising and sales promotional effort while it is possible for all guns to be brought to bear on market potentialities. This, I reason, is the time for intensive effort toward market consolidation while means to that end are at the disposal of the marketer and in preparation for the time when opportunity to use all of the tools of selling will be reduced".

The broadcasting industry, in the opinion, of most Chicago observers, is in a singularly fortunate position—more so than other medium because radio advertisers for the most part are marketers of packaged goods, the least likely of all product groups to be affected by priorities. A breakdown of the 56 current programs handled by Chicago agencies on the three nationwide networks reveals that all but four of the products advertised on these shows fall into one of the following categories: food, soap, proprietary, soft drink, cigarettes, chewing gum, dental or shave cream, candy, or cosmetics. Although there is a possibility of priorities affecting some of the packaging materials, advertisers queried, in each case, replied that they had been experimenting with substitute packages, and were confident that the withdrawal of their conventional package because of priorities would not deter their distribution.

The market potentialities for radio advertisers in the midwestern farm market will, according to all available estimates, be greater in 1942 than ever before. Today the American farmer has emerged as a producer with the latest scientific applications to farming; as a business man with a complete knowledge of farm markets, and as a potential customer for radio advertised products.

Advertisers are intensifying their coverage in rural markets through the use of additional stations on network hook-ups or by adding stations on spot schedules. This intensified rural coverage is not confined to the midwest, it is reported, but is evident in all parts of the country.

Rural Markets Lively

Direct mail accounts placed out of Chicago have enjoyed a successful year. These accounts have been placed primarily in the rural markets. In most cases the distributor buys the time on a station at regular card rate and allots a percentage of the selling price for advertising costs, usually up to 50%. He drops off the station when per inquiry costs goes above that figure. Fountain pens, jewelry, patent drugs, vitamins, books, instruction courses, and rural journals have been sold successfully by this method. The Pen-Man, Chicago, for example, reports 131,000 pens were sold by direct mail in three months on WLS, Chicago. The volume of direct mail accounts are expected to increase during 1942.

In the early part of 1941, it was thought by many advertising executives that increased corporate taxes would mean larger advertising appropriations, particularly by those corporations who as defense made greater demands on their productive capacity, would step into the institutional field.

This trend has not occurred in radio. Although magazines and newspapers are being utilized for institutional copy, radio has not received any institutional advertising to speak of. Advertising sources in Chicago are doubtful as to the extent of institutional advertising by automotive companies and heavy goods manufacturers. It has been pointed out, however, that the airplane manufacturers such as Lockheed, and Vultee are using considerable magazine space.

Studebaker Plans

Studebaker Corp., South Bend, said it has not formulated advertising plans for 1942. The 13-week basic radio contract was not flexible enough for advertisers who wanted from time to time to get institutional messages to the public, it was stated.

P. K. Wrigley, president of the Wm. Wrigley Jr. Co., Chicago, was confident that the country would adjust itself after the first impact of the war. While not inclined to make any predictions, Mr. Wrigley pointed out that three programs sponsored by his company have adopted a defense theme. A Thursday evening half-hour period has been donated to the Navy, *Scattergood Baines* is now designed to build civilian morale, while the Gene Autry *Melody Ranch* has added a weekly 20-minute dramatization of history of the U. S. Cavalry.

(*Continued on page 44*)

AS A PROTECTIVE MEASURE for NBC Chicago studios, identification badges and passes will be issued to over 450 employes, musicians and artists, who have been photographed and fingerprinted. Shown here are (l to r) Dorothy Masters, press division, being photographed; John F. Whalley, business manager who supervised the shooting; Miles Zdenek, photgrapher; Leonard Anderson, assistant office manager; Kenneth Christiansen, mail room superintendent, and Engineer Ed Bernheim, shown signing his name, also a prerequisite for the badges and passes.

Daylight Saving Time Proposal Again Receives Serious Study

White House and OPM Mull Various Proposals; House and Senate to Take Up Question Soon

LEGISLATION to establish daylight saving time, probably on a universal basis similar to that enforced during World War I, is to be pushed soon after Congress reconvenes Jan. 5. With the United States at war, and a premium placed on efficient production and conservation of electrical power, Congressional interest in DST took a sudden spurt last week after a lull of several months. Apparently some form of DST is definitely in the books as a defense matter, with proponents urging early establishment of "fast time".

Wheeler's Bill

DST legislation as a war measure has been recommended to Congressional leaders by President Roosevelt, and last Tuesday Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, introduced a proposal (S-2160) which would authorize the President, during the war emergency and for six months thereafter, to advance or retard the nation's clocks by not more than two hours. This bill resembles one introduced in the House late in June by Rep. McLean (R-N.J.), providing for universal DST during a seven-month period.

A half-dozen other DST bills have been introduced in the House during the last year. The one getting the most attention was introduced by Chairman Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. The House committee several months ago held public hearings on the Lea proposal, which would give the President power to set up DST in specific regions or all over the country at his discretion.

(*Continued on page 35*)

XUM

Industry Cooperates in Censorship Plan

Ryan Conferring With Federal Officials

RECOGNIZING war censorship as its No. 1 problem, the broadcasting industry is pitching in with the recently created Office of Censorship toward evolution of a full-scale voluntary code which will change the complexion of many programming practices, not restricted to the pure news field.

Working with Director of Censorship Byron Price and his assistant director in charge of radio, J. Harold Ryan, industry representatives last week set in motion machinery designed to produce a new wartime code, which would be invoked at the earliest possible time.

Ideas of Government agencies identified with war operations, as well as those of industry leaders, will be submitted to Mr. Ryan with a view toward placing in immediate effect standards to govern operations of stations domestically and probably internationally. The alternative would be a mandatory set of rules and regulations drafted by the Office of Censorship.

Ryan Confers

While high praise already has been voiced by Government officials for the voluntary cooperation of the industry in steps to prevent use of broadcasting facilities for subversive purposes, it nevertheless is recognized that additional restraints must be imposed. By the same token, it is realized that imposition of extreme restraints might tend to hamper the usefulness of radio and affect public morale.

Mr. Ryan, vice-president and general manager of the Fort Industry Co., who was named assistant director of censorship for radio on Dec. 26 by Mr. Price, conferred practically all last week with representatives of the industry. He was delegated by Mr. Price to cover all preliminary ground on evolution of a new code. Mr. Ryan's plan, it is understood, is to confer with all Government agencies identified with the war operations and obtain their ideas. The NAB and other groups likewise will solicit the industry on similar factors and the results will be pooled.

The NAB wartime code, produced a fortnight ago, will be used as the base, though it is felt that the document, thrown together quickly, is not sufficiently comprehensive.

Some of the knotty problems that confront the industry, totally aside from handling of news broadcasts and commentaries, involve coverage of stations along the borders and use of request numbers on networks and outlets having more than local or regional range. Use of request programs as vehicles for transmission of intelligence outside the country is regarded as a distinct danger.

Army Order

Some confusion has developed over issuance of orders regarding censorship. One incident last week was as an order from a West Coast Interceptor Command that network programs carrying request numbers and testimonials be not fed to the coast. [See separate story below].

This Monday (Jan. 5) representatives of the news departments of the three major networks were to meet with Mr. Ryan to discuss problems that have developed since the war. This session is to be followed by other meetings with industry representatives, all geared toward the production of the revised and enlarged code.

The intention of Mr. Price's organization, it has been clearly indicated, is to accomplish as much on a voluntary basis as possible. Censorship at the source of all military information already is in full effect. Little difficulty has been experienced in the handling of news broadcasts despite one or two untoward instances. The most difficult problems appear to be encompassed in non-news programs and in the coverage of stations along the borders. Every effort is being made, obviously, to plug all possible leakage of espionage.

In evolving the new code, emphasis is expected to be placed upon self-policing operations. Stations along the borders will be called upon, it is expected, to eliminate all types of requests, open microphone (man-on-the-street, etc.) programs and other features where intelligence might be conveyed by subterfuge.

Mr. Price's operating board, made up of officials from governmental agencies identified with war activity, is rapidly being organized. E. K. Jett, chief engineer of the FCC, has been designated the member for that agency. Herbert E. Gaston, Assistant Secretary of the Treasury and a member of DCB, already has been appointed. Among other members are Maj. W. Preston Corderman, War Dept. censor; Capt. H. K. Fenn, of the Navy, in charge of Naval censorship, and Wm. Hinze, supervisor of national defense of FBI.

The code eventually evolved will be an all-industry proposition, rather than one bearing the NAB imprint, it became evident. Disagreement in industry circles over some NAB operations appears to have dictated this policy. The Radio Coordinating Committee, which met Dec. 22-23 at the call of George B. Storer, interim NIB president, was instrumental in nominating Mr. Ryan for the censorship post and in taking other concrete steps toward establishment of an overall industry liaison in Washington.

Regulations Discussed

The regulations, when evolved, will be applicable to all stations, networks, and international stations, though the latter already voluntarily have been subjected to censorship for several months, largerly through the Navy and the Office of the Coordinator of Information.

Whether the coordinating Committee of five will again be convened on war matters is not definitely determined. It was thought, however, that the committee would function probably as the forerunner of a revised trade structure for the industry. The NAB board of directors, which meets in Washington Thursday and Friday, among other things will canvass this entire situation.

Executive Praise

WHITE HOUSE Secretary Stephen T. Early, speaking, he said, on behalf of President Roosevelt, last Monday publicly praised radio and the newspapers for their observance of voluntary censorship. Mr. Early extended what he termed "a well deserved, belated orchid" to the two news media. He said the Chief Executive was delighted and has commented several times on the fact that no newspaper or broadcaster released in advance the news of Prime Minister Churchill's trip to Washington when this fact had been more or less an open secret among the news corps. The same was true, Mr. Early pointed out, in connection with Mr. Churchill's departure from Washington for Ottawa.

Army Command on West Coast Forbids Net Testimonials and Request Programs

TESTIMONIALS and request numbers on network programs relayed to the West Coast were banned, probably temporarily, last week as a result of a sudden order from the Fourth Interceptor Command in Los Angeles, because of possible coded espionage which would give aid and comfort to the enemy. Simultaneously, many stations along the Coast have agreed to forego request programs and any other "communications from the public" for the same reason and were said to have been threatened with shutdown if they did not comply.

The matter immediately was taken up with J. Harold Ryan, assistant director of censorship for radio, and the War Department Radio Branch. Mr. Ryan and Ed Kirby, chief of the Radio Branch, promptly decided to dispatch R. C. Coleson, administrative chief of the Radio Branch and a former West Coast broadcaster, to Los Angeles to adjust the matter and eliminate confusion.

Time Lag Involved

Orders to stations and to the networks came from the FCC inspector on the Coast, it was learned, following instructions from the Interceptor Command. The networks, it was reported, decided last Tuesday to comply promptly, but undertook steps to remedy the situation. Misunderstanding of the manner in which testimonials are handled in commercial programs was ascribed as the basis for the summary order.

From the war's start, the military establishment has felt that testimonials and request numbers might be employed as a means of coding intelligence to the enemy, either to submarines off the Coast or on direct pickup from higher powered stations. The fact that testimonials in commercial programs clear through at least three hands —advertiser, agency and network, as well as the party whose testimonial is used—apparently had not been conveyed to military authorities with sufficient clarity to preclude issuance of the order.

Time Lag a Factor

Moreover, the essential time lag in such presentations, which may run several weeks or months, would appear to dispel any possibility of subversive use. Request numbers on network programs are at a minimum and their deletion is not expected to cause any hardship, even though the element of danger there, too, may be entirely secondary.

With the issuance through the FCC inspector of the orders to stations not to carry any announcements from the public to West Coast stations, confusion promptly was provoked. Such intelligence, in the first place, falls within the purview of the Office of Censorship, rather than the FCC field force, it was pointed out.

One of the first repercussions following issuance of the order developed when a clear-channel West Coast station carried a network testimonial. This brought a prompt reprimand from the Interceptor Command and the FCC inspector.

"THE BIG ONE MUST BE RIGHT!"

Young and dashing as you undoubtedly are, perhaps you can still remember the days before standardized road-marking, when every competing township tried to lure you past its doors, regardless! Well, today's situation in radio sort of reminds us of those "good" old days. Whether it boasts five listeners or five million, every station naturally feels that it's your main road to success!

Here at WHO, we've probably done more research than all other Iowa stations combined, to gather the real facts of our coverage and listening audience, and to base our "road signs" on *proven facts*. Each year for four years, for instance, we've helped publish the largest and most authentic annual audience Surveys in the Middlewest.

Perhaps, being human, we wouldn't be so energetic if practically every research one can make didn't support our contention that WHO is the "main road" to advertising success in Iowa Plus. But the facts not only support that contention—they *prove* it. Let us send you some examples—or if you prefer, just ask F&P.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

New Company to Operate Blue Planned

Charter Will Be Asked; Slated Executives Study Duties

FORMATION of a new company to operate the Blue Network and the filing of incorporation papers in Albany for the new organization which, for the beginning at least, will be a wholly-owned subsidiary of RCA, is expected within the next few days.

Meanwhile, although no appointments of personnel can be made officially until the new company is formed, those NBC executives who are slated to hold key jobs in the new Blue operations have already begun to devote at least a portion of their time to consideration of their new duties.

Owners Listed

Executive lineup, as tentatively set up in NBC-RCA conferences, is the same as forecast in the Dec. 8 issue of BROADCASTING. Mark Woods, NBC vice-president and treasurer, will be president, with Edgar Kobak, now vice-president of NBC in charge of Blue sales, as executive vice-president and general manager. Lunsford P. Yandell, former assistant treasurer of RCA and more recently active in NBC's international division, is named as treasurer and vice-president of the new Blue organization.

Other scheduled officials include Fred Thrower and George Benson of the present Blue sales staff as general and eastern sales manager, respectively. Phillips Carlin, who has headed the Red program staff, will be program manager. Keith Kiggins, now sales manager of the Blue, will become manager of station relations. Robert Saudek continues as assistant to Mr. Kobak.

E. P. H. James, now Blue promotion director, will have charge of all advertising, promotion, publicity and research for the new company. Dorothy Kemble, assistant continuity acceptance editor of NBC, will head the new Blue continuity acceptance staff. Earl Mullin, assistant manager of NBC's press department, will be manager of the press department of the Blue Network.

John H. McNeil, of the Blue sales staff, is reported slated to become manager of WJZ. Philip I. Merryman, coordinator of facilities, development and research in NBC's stations department, under Vice-President William S. Hedges, will have a similar post in the station relations division of the new Blue operation. William Burke (Skeets) Miller, director of talks of NBC, was understood to be under consideration for the post of director of news and special events of the Blue.

Name of the new company is undecided, but whatever the corporate designation, the network will continue to be known as the Blue, it was learned. Although the belief is that a new company will be organized, there is still a possibility that this step will not be taken immediately but that RCA may operate the Blue Network as a department of its own. A final decision is expected momentarily on these matters and certainly before the general meeting of all stations affiliated exclusively with the Blue which has been called for Jan. 15 in Chicago.

NEW NBC TRADE MARK designed by Edward de Salisbury, of the NBC General Promotion Division, under the direction of Ken R. Dyke, promotion director. The trade mark will be used in NBC advertising, stationery, etc.

Advisory Sessions

Meanwhile the separation of the Red and Blue networks is expected to be a major topic of discussion at the meetings of the advisory committees of the Red and Blue networks to be held during the next ten days. Each committee consists of six affiliates of the particular network (Red or Blue), one representing each geographical zone of the country. The Red committee will meet Jan. 6, the Blue committee Jan. 14 in Chicago.

In Chicago, Edwin R. Borroff, currently Blue sales manager there, is slated to become general manager of the Blue, but there has been no decision as yet about personnel in other division offices, it was stated. The new network organization for the present at least has made no plans for maintaining a staff in Washington. There will undoubtedly be a Pacific Coast divisional office, but any speculation about personnel there was labeled premature.

Carlin to Blue

PHILLIPS CARLIN, program manager of NBC-Red network, has been transferred to the same position with the Blue following the resignation of William Hillpot from that post last week. It is understood Carlin has been slated to become the Blue network program head with the reorganization of this network as a separate company outside of NBC, so the move is merely occurring a little sooner than had been anticipated. Clarence L. Menser, who became manager of all NBC programs Jan. 1 following the transfer of Sidney N. Strotz to Hollywood as NBC vice-president in charge of Pacific Coast operations, will assume Carlin's duties in connection with Red network programs.

BMI-SBAT Pact

THROUGH an agreement with the American Performing Rights Society, BMI has been assigned exclusive rights to grant licenses for the performance of music composed by members of the Sociedade Brazileira de Autores Teatrais (SBAT-Brazilian society). The contract, to run three years on a performance basis starting Jan. 1, is renewable year after year on notice of either contracting parties, and is similar to agreements signed with the Argentine, Mexican and Cuban societies. In cases where Brazilian composers are publishing with U. S. publishers not affiliated with BMI, it will be necessary to hold a BMI license to play the Latin-American compositions involved, of which more than 1,000 are now available.

Writers to Serve

AUTHORS of leading national programs have volunteered to serve on the Radio Writers War Effort Committee which is being formed in response to a request from the Office of Emergency Management, according to a release from the Authors League of America. Those who have offered to serve include Eric Barnouw, Gertrude Berg, Clifford Goldsmith, Katherine Seymour and Kenneth Webb of New York; True Boardman, John Boylan, Hector Chevigney, Paul Franklin, Carlton E. Morse, Don Quinn and Jerry Schwartz of Hollywood. In addition a Chicago group is being organized. Bernard C. Schoenfeld, chief of the Redio Section of OEM, will address a general meeting of the eastern writers Jan. 6 in New York.

Wrigley Defense

WM. WRIGLEY JR. Co., Chicago,, on Jan. 1, in the halfhour period Thursday evening period at 10:15-10:45 on CBS, donated to the U. S. Navy, started *First Line of Defense*, a program dramatizing tales of heroism in the Naval service. Program originates from Chicago under the direction of Bobby Brown, supervisor of Wrigley-CBS programs and is written by Mr. Brown, Ray Wilson, and Willis Cooper. Agency is Arthur Meyerhoff & Co., Chicago.

Beechnut Renews

BEECHNUT PACKING Co., Canajoharie, N. Y. (gum), during January is renewing its campaign of chain breaks on a large number of stations throughout the country. The company also has renewed its five-minute thrice weekly Beechnut musical program on WJZ, New York. Agency is Newell-Emmett Co., New York.

NORMAN LIVINGSTON

VERSATILITY is the word for Norman Livingston, whose time-buying activities with Redfield-Johnstone, New York, are but one part of his job. Norm, many in the industry will recall, helped put the idea of cooperative network radio on a successful, practical basis.

Writer, producer, idea man and director, Norm for a long time toyed with the possibility of using a high-priced live variety or dramatic show on a coast-to-coast network for sale to local sponsors. Such a program, he argued, would give the small advertiser the advantage of a show he could never afford to put on alone, together with a local audience equal to any commanded by a regular network show, sponsored by a national advertiser.

Firmly convinced of the soundness of the idea, Norm went ahead with it and in 1935 *Morning Matinee* featuring some of the greatest names in the entertainment field went on the air. The idea took hold and the program was repeated the next year. In 1937 *Thirty Minutes in Hollywood*, starring George Jessel, was presented. *Show of the Week* followed in 1939 and 1940 and this year it's *Bulldog Drummond*, all aired on MBS.

Strange paths led Norm into radio. After attending Columbia U he became a runner for a brokerage house, deserting that job to form his own Travel Agency in 1926. Business thrived and Norm opened a Paris office and spent some time in the shadow of Eiffel Tower. Then another show reared its head. Came 1929 and business began to sag. Norm turned to writing to help pay the rent, but it wasn't quite enough, as the travel trade fell to pieces.

Using his writing as an entrance to radio, Norm set himself up as an independent producer, accepted a position with Rocke Productions, program builders. In 1935 he became associated with Donahue & Coe, in the radio department, moved the next year to Dorland International and in 1937 became Radio Director and timebuyer for Redfield-Johnstone.

A native New Yorker, Norm was born June 29, 1903.

They're talking about .....

BUSINESS IN BALTIMORE!

B. H. Rudo

AND NOT just talking about it . . . but *bringing* it!

B. H. Rudo & Brother trucks leave Baltimore daily for retail destinations throughout Maryland, the District of Columbia, slices of Pennsylvania, Virginia and West Virginia.

Since 1909 B. H. Rudo & Brother has been showing national manufacturers what effective distribution really means. Together with its subsidiary, The Atlantic Wholesale Grocery Co., it is recognized as one of the East's foremost grocery distributing outlets—contacting over 7500 retailers. Sixteen sales representatives and a weekly merchandise circular serve as advance guard for fleets of food-filled trucks.

Too, the firm is singularly fortunate in being located in Baltimore, the South's largest wholesale center. This makes for an unique arrangement whereby retailers from all over the East and South "go to market" in Baltimore . . . back their trucks up to Rudo's giant warehouse . . . and haul away famous-brand foodstuffs.

Interestingly, B. H. Rudo & Brother's selling area coincides largely with WBAL's effective coverage area. But the similarity does not end here. As progressive merchants, the Rudo Brothers are keenly aware of WBAL's advantages to its many national advertisers of foodstuff . . . and keenly enthusiastic. As B. H. Rudo, president, puts it: "WBAL's powerful voice *creates* the demand . . . and we *fill* it."

Two forward-thinking institutions . . . B. H. Rudo & Brother and WBAL . . . *both bringing business to Baltimore!*

This advertisement prepared by Theodore A. Newhoff Advertising Agency

FCC Rejects Petition to Defer Press-Radio Case for Duration

A PROPOSAL that the FCC's investigation of newspaper ownership of broadcast stations be adjourned for the duration, made by the Newspaper-Radio Committee, was rejected by the FCC last Wednesday, but resumption of the protracted hearings was postponed from Jan. 8 to Jan. 21.

Without formal or written opinion, the Commission denied the request of Harold V. Hough, chairman of the committee, presumably on the ground that the war does not involve suspension of regular procedure. While there was no formal vote, it is understood that four of the Commissioners present indicated the desire to carry on the proceedings to completion as expeditiously as possible.

The fifth member present—Commissioner Craven — is understood to have maintained his past position in opposition to the entire proceedings. Commissioners Case and Payne were absent.

Thacher's New Post

Mr. Hough suggested to the Commission that in light of the war, the proceedings be suspended indefinitely. He pointed out that former Judge Thomas D. Thacher, chief counsel for the newspaper committee, had been appointed chairman of the Second Alien Enemy Hearing Board of the Immigration District of New York, at the request of the Attorney General; that many of the key witnesses formerly available are now identified with the war effort, and that transportation and housing conditions in Washington are difficult.

Moreover, Mr. Hough pointed out that the cooperation of stations and newspapers is essential in the war effort from the standpoint of public morale and that these important duties should not be interrupted by continuing the investigation. He proposed that all newspaper applications, whatever their nature, now in the suspension file, be removed and considered on the same basis as other applications.

The Newspaper-Radio Committee would continue in existence and would be available to the FCC at any time, Mr. Hough declared. He suggested that the hearing be adjourned subject to the call of the chairman, and that if any developments required immediate handling, proceedings could promptly be reinstituted.

The FCC, it was learned, considered first an informal request made by attorneys for the committee at an earlier meeting last week, after which it set the Jan. 8 hearing date. When the formal request came, similar action was taken with the vote overwhelmingly in favor of continuing the proceedings.

In announcing the postponement, the FCC reiterated "its determination to expedite completion of this hearing and will, accordingly, devote three days a week to it instead of the two days a week as heretofore."

CLASP OF THE HAND between Don Searle, vice-president and general manager of KOIL, KFAB, KFOR, Omaha and Lincoln, and G. W. (Johnny) Johnstone, chairman of the radio committee of the Committee for the Celebration of the President's Birthday, starts the ball rolling in Nebraska. Mr. Searle is chairman of the Nebraska radio committee for the celebration. Mr. Johnstone was in Omaha to discuss plans for Nebraska's participation in fund raising campaign.

KGLO Awarded Boost In Its Power to 5 kw.

AN INCREASE in power from 1,000 to 5,000 watts fulltime on 1300 kc. was authorized for KGLO, Mason City, Iowa, by the FCC in a decision announced last Tuesday. The station, a CBS outlet, is owned by the Mason City Globe Gazette Co.

KTRB, Modesto, Cal., was granted a modification of construction permit to operate with 1,000 watts day and night on 860 kc., with a directional antenna for night use. The station now operates with 250 watts day.

'Penny a Plane'

ENTHUSIASTIC listener response to the suggestion by Hershl Levine, Yiddish commentator on WHOM, Jersey City, that all listeners send in one penny every time an official communique announces that United States forces have shot down an enemy plane, has started the "Penny a Plane" campaign on WHOM. The station now announces the campaign on programs in eight foreign languages, requesting listeners to send the pennies to the station which turns it over to the Treasury Dept. for use in any phase of the war effort.

Sohio Aids Treasury

STANDARD OIL Co. (Ohio), through its agency, McCann-Erickson, and in cooperation with the Treasury is now devoting a greater share of its commercials to the sale of Defense Bonds and Stamps in its 16 daily spots over WTOL, Toledo. All dealers for the company are also selling Defense Stamps.

Army Weather

JIM FIDLER, staff meteorologist of WLW, Cincinnati, has joined the Army Air Force as a weather forecaster. Mr. Fidler's functions at the station were eliminated by the ban on weather broadcasts. WLW had just installed special meteorological equipment to facilitate complete weather coverage, and plans to maintain the apparatus until the weather service can be resumed after the war.

KFRE, in Fresno, Cal., In Debut, Joins Don Lee

KFRE, new Fresno, Cal., 250-watt fulltime station operating on 1340 kc. following tests, went on the air Jan. 1 and on that date joined Don Lee Broadcasting System, MBS West Coast network affiliation. KFRE was authorized last Oct. 14 when the FCC issued a construction permit for a new local outlet to J. E. Rodman, Fresno Chevrolet dealer. Grant was for the facilities vacated by KARM, Fresno, now operating on 5000 watts on 1430 kc.

Paul R. Bartlett, in radio since 1933, is general manager. One-time program director of KERN, Bakersfield, Cal., he started as an announcer on KMJ, Fresno, and later was on the NBC New York, and KOA, Denver, staffs. Robert L. Stoddard, formerly manager of KERN, has joined the new station as commercial manager. Sheldon Anderson, formerly chief announcer and engineer of KTKC, Visalia, Cal., has been appointed KFRE chief engineer. Martha Cram is traffic manager. She was for several years on the KMJ staff.

RCA-equipped, the studios as well as executive offices are located in the T. W. Patterson Bldg., Fresno. The 264-foot tower and RCA transmitter plant are located on a 10-acre tract at Clinton and First Sts., two miles from the center of town.

VICTORY NETWORK
San Diego Hookup Designed To Assist Defense

AFFORDING San Diego a broadcasting system which gives blanket coverage on short notice, the telephone hook-up known as the Victory Network [BROADCASTING, Dec. 29] was started Dec. 18, 6:30 p.m. and featured George Bacon, organist; Bailey Warren, soloist; Mayor Benbough, dedicating the new network; Lieut. Max Black, Defense Council chief; Ben Sweetland, conductor of *Beating Boredom*, and network officials of KGB, KFSD and KFMB, stations making up the network.

Designed as morale-builders, programs of the network originate simultaneously each Tuesday and Thursday from the three stations with origination of the programs passing from studio to studio. Full talent staffs of the stations are made available with all rules, regulations and orders being cleared through the local defense council. In the event of an emergency message, time is cleared on all three stations which simplifies the procedure of handling official bulletins.

DCB Urged to Call Labor Conference
Advisory Committee Pledges Workers' Cooperation

PLEDGING labor's full cooperation in the wartime operation of communications, the Labor Advisory Committee of the Defense Communications Board, after a two-day meeting last Monday and Tuesday, forwarded a request to DCB-FCC Chairman James Lawrence Fly that DCB immediately call a conference of management and labor representatives in the communications industry.

The call would be made "for the express purpose of considering some of the most immediate problems confronting the industry and of establishing democratic machinery for continued consultation and cooperation".

The letter, unanimously approved and signed by nine labor-leader committee members, was brought to the attention of members of the board at a meeting last Friday.

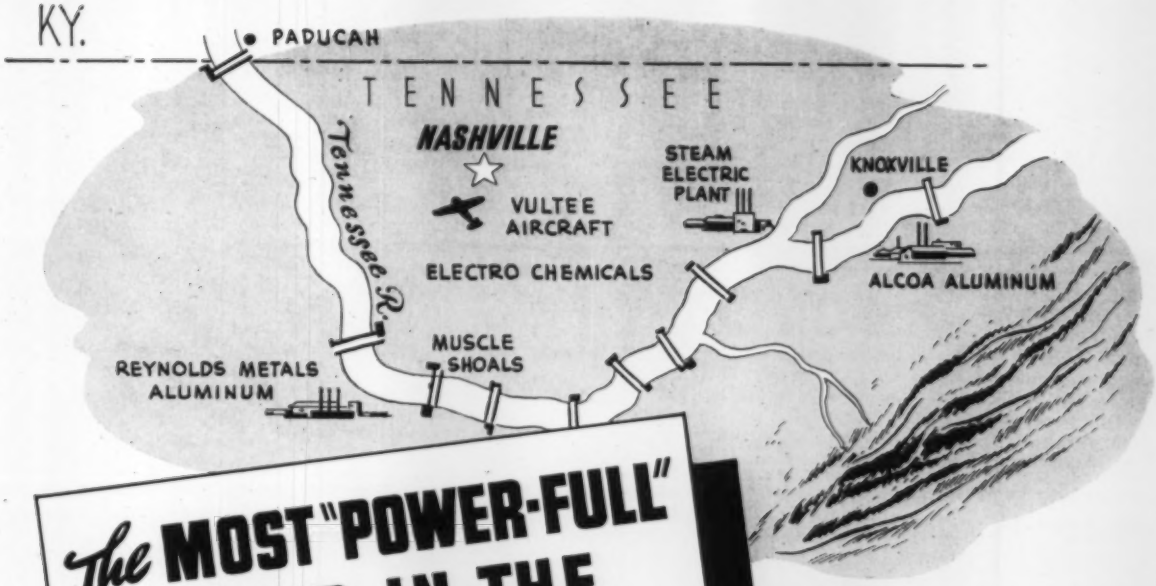
Need of Efficiency

"The communications industry is a most vital part of the nation's war effort, and a great responsibility rests on the shoulders of Government, industry and labor to do everything possible to guarantee the maximum efficiency of operation," the committee's letter stated.

"This can only be attained if labor is permitted and encouraged to make its maximum contribution. Labor in the communications industry pledges its utmost cooperation toward the achievement of this end. Government, industry and labor, in the recent historic Washington conference, have declared for the elimination of strikes and lockouts, the peaceful settlement of all disputes, and maintenance of all the rights of collective bargaining, and the creation of a War Labor Board. Labor in communications fully supports this policy.

"The vital importance of the workers in the communications industry to the war effort makes it necessary that labor be accepted as a partner in the determination of all policies affecting the industry. Some important problems are:

"The protection of communications facilities from attack or seizure; the maintenance of high morale among communications workers; the determination of the skills and availability of communications personnel and their relationship to the armed forces and the civilian defense; the determination of the condition and availability of equipment and plant in the industry; the determination of the effect of auxiliary services in the industry on the rapid flow of live traffic, the provision for the utmost protection of communications workers against attack, the maintenance of healthful conditions of work, the training of employes, the recognition of special services and exceptional valor—all these and many other aspects of the problem must be examined."



The MOST "POWER-FULL" RIVER IN THE WORLD!

Serving Power where Power Counts Most!

From Knoxville in the east to its confluence with the Ohio just above Paducah, Kentucky, the surging Tennessee River falls more than 500 feet. It is this rapid fall within a relatively narrow space that provides TVA with the source for its industrial power of more than 1,050,000 kilowatts.

Here is the South's river citadel of power, serving, through 113 municipal and cooperative electric systems, approximately 440,000 customers.

This is the territory that WLAC, Columbia's Nashville outlet, serves--and serves powerfully!

LATE FLASH! An Army air base, to accommodate "heavy bombers", costing from $12,000,000 to $18,000,000 will be constructed immediately just 17 miles outside of Nashville.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

NASHVILLE, TENN.

★ *Going to 50,000 watts!*

★ TOP CBS PROGRAMS
★ SPECIAL EVENTS AND FEATURES

PAUL H. RAYMER COMPANY, National Representatives
J. T. WARD, Owner • F. C. SOWELL, Manager

THE STATION OF THE GREAT TENNESSEE VALLEY

Katz Drug to Use Radio Extensively

Becomes a Major Medium as Tests Prove Successful

AS A RESULT of a successful 10-week trial of spot announcements, Katz Drug Co., Kansas City, has decided to employ radio hereafter as a major advertising medium.

Henry Gerling, advertising manager, disclosed that Katz has signed contracts for the 1942 first quarter with Kansas City's WDAF, WMBC, KCKN and WHB for a heavy spot announcement schedule, 3 days weekly for 13 weeks. Katz has also signed a full year's contract of spot announcements with KEEQ, St. Joseph, Mo., where it operates a store.

Recent Campaign

The original 10-week trial extended from Oct. 26 to Dec. 24 during the Katz Million Dollar Anniversary and Pre-Christmas sales, using a total of 1,540 spot announcements over the four Kansas City stations.

Katz accounts are handled through Ferry-Hanly Adv. Agency, Kansas City with M. H. (Mouse) Straight as account executive and continuity writer. Live announcements will be used in St. Joseph with 15-second and one-minute transcriptions in Kansas City. In addition to the spot announcements, Katz will continue its full-hour show on KCKN five nights weekly and its 15-minute program on WHB, six days weekly.

Carter Shortwave

CARTER PRODUCTS, New York (liver pills), on Dec. 29 started a new series of thrice-weekly quarter-hour news programs titled *Noticias Confidenciales* by Senor Victor Hugo-Vidal, Latin American authority, on WLWO, Cincinnati shortwave station owned by WLW. WLWO will send the series Monday, Wednesday and Friday at 8:30 p. m. to eight Latin American countries, some of whose stations will pick up the broadcast direct and others rebroadcast. Countries are Puerto Rico, Venezuela, Cuba, Colombia, Costa Rico, Mexico, Guatemala and Peru. Agency for the company's foreign advertising is National Export Adv. Service, New York.

Serutan Promotes Book

SERUTAN Co., Jersey City (proprietary), as part of an extensive advertising campaign for the book *You Are What You Eat* by Victor H. Lindlahr, nutrition writer, has purchased *Peter Grant*, Tuesday, Thursday, Saturday, 10:30-10:45 p.m. on WLW, Cincinnati. Book will also be plugged on Lindlahr quarter-hour transcribed talks on *Journal of Living* programs five times weekly on 15 stations. Special announcements may also be included in the *Pearson & Allen* program on 17 NBC-Blue stations Sunday, 6:30-6:45 p.m., Raymond Spector, agency in charge indicated.

Networks and FCC File More Briefs Prior to Hearing on Injunction Pleas

COMING as an anti-climax, following the Justice Department's action in filing antitrust suits against RCA-NBC and CBS in Chicago last Wednesday, lengthy briefs were filed last Monday on behalf of the two networks and the FCC with the U. S. District Court for the Southern District of New York, in the NBC-CBS move to secure a preliminary injunction to block enforcement of the FCC's chain-monopoly regulations.

Briefs supporting their motion for temporary injunction and opposing the FCC's motion to dismiss the complaint and grant summary judgment were filed by CBS, NBC and Woodmen of the World Life Insurance Society, operating WOW, Omaha, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester. An opposition brief also was filed for the FCC, whose position was supported in still another brief filed in mid-December by MBS, as intervenor.

The three-judge Federal court, which previously had postponed arguments from Dec. 15 to Jan. 12, also has ordered that counter-affidavits be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions [BROADCASTING, Dec. 15].

Right of Appeal

Advancing its standing to appeal the FCC's order. NBC in a brief replying to the FCC declared that any claim that the rule of the Sanders case limits the right of appeal under Section 402 (b) (2) to those who plead financial injury is without basis. NBC maintained that both the history of the case and the Supreme Court opinion itself showed that the Court decided that a financially interested party could appeal under that section, but not that others could not.

A joint brief on behalf of NBC, Woodmen of the World and Stromberg Carlson held that the Communications Act of 1934 precludes the asserted power of the FCC in its chain-monopoly regulations, pointing out that non-assertion of this power by the FCC for the preceding 15 years and the dissents of Commissioners Craven and Case were "significant".

The brief also maintained that the FCC, as a matter of law, must apply the prescribed standard of the public interest, convenience or necessity to each license application on its own facts, and that the chain-monopoly order is "arbitrary and capricious because it bears no reasonable relation to the public interest, convenience or necessity'.

Pointing out that plaintiffs will suffer immediate and irreparable injury unless a preliminary injunction is granted, and that no public injury will result from the granting of such relief, the joint brief held that the statutory three-judge court possesses jurisdiction over the case and that the plaintiff's complaint states a claim upon which relief validly may be granted. The FCC's motion to dismiss the complaint should be denied, along with the motion for summary judgment, the brief declared.

The CBS brief maintained also that the chain-monopoly order exceeded the authority of the Communications Act, asserting that if the Act were construed to authorize the FCC to make such an order, it would be unconstitutional as an invalid delegation of legislative power contrary to Article I, Section 1, of the Constitution. CBS held that the Commission's regulations serve no public interest which the FCC was authorized to protect, that they are "arbitrary and unreasonable", and that the FCC unlawfully is attempting through a "misuse of its licensing power to regulate contracts over which it has no authority".

Declaring that CBS has a right to challenge the order, on grounds that it invades the network's legal rights in the form of property and contract rights and the right to freedom of contract, the brief held that the networks' suit was not premature, as argued by the FCC, and that CBS has no adequate remedy at law.

The FCC in its brief supporting the Government's motion to dismiss the CBS-NBC complaints or enter summary judgment, and opposing the motions for preliminary injunction, declared that the court is without jurisdiction in the case.

FCC counsel held that the suit was premature, since the chain broadcasting regulations themselves do not constitute the FCC's ultimate determination and are "wholly without present legal effect", and because plaintiffs have still "an adequate remedy before the Commission which they have not exhausted".

FCC's Position

The Government contention, as evidenced in the brief, is that even if the court has jurisdiction, the motions to dismiss or for summary judgment should be granted, since the FCC is validly exercising authority within provisions of the Comunications Act. Paralleling this stand, the brief declared that the plaintiffs are not entitled to a preliminary injunction, commenting that "a preliminary injunction is not process to be granted as a matter of course, but only where it is probably the plaintiff will ultimately prevail".

"The position taken by the plaintiffs," said the FCC, "is essentially that, in applying the public interest standard, the Commission is limited to considering physical and technical matters, and perhaps the 'moral' and financial qualifications and prior experience of applicants. Thus they may construe Section 303 (i) as empowering the Commission to regulate only the engineering aspects of chain broadcasting operations by stations. As a corollary, the plaintiffs dismiss matters pertaining to competition or concentration of control as outside the Commission's ken.

"Such a view sits uneasily beside Supreme Court pronouncements that the Communications Act is a 'simple instrument for the exercise of discretion by the expert body which Congress has charged to carry out the legislative policy', that Congress moved under the 'spur of widespread fear' of monopolistic domination of broadcasting and sought to maintain 'a grip on the dynamic aspects of radio transmission', and that the broadcasting field is one 'of free competition'."

Supporting the FCC position, a brief filed in mid-December by MBS, as intervenor, reviewed the background of network operations and competition from which arose MBS' sympathies for the FCC's stand. Holding that the court is without jurisdiction, the MBS brief urged that the complaint should be dismissed insofar as the action of NBC and other plaintiffs was brought under the "general equitable jurisdiction of this court", maintaining that the FCC chain-monopoly order is not an "order" subject to review by the court.

MBS also contended that the FCC's regulations of May 2, 1941, as amended Oct. 11, 1941, are valid, and that they did not invade any legal right of the network organizations. The Commission does have jurisdiction under the Communications Act to promulgate the chain-monopoly regulations, the brief continued, laying emphasis on the point that the scope of judicial review of the FCC's rule-making power is limited narrowly.

SPECIAL television program showing defense applications of television was presented last Wednesday in Chicago before Mayor Edward J. Kelly (right), assistant national civilian defense coordinator. The 45-minute program, telecast on W9XBK under the supervision of William C. Eddy (left), station director, consisted of Red Cross first aid demonstrations, a brief talk by Chicago Fire Chief Anthony J. Mullaney, commentaries by Alan Scott and Hugh Studebaker, and a short lecture on nutrition by food demonstrator Mary Holmes. Also telecast was a British film showing defense operations during an actual air raid. John Balaban (center), president of Balaban & Katz Corp., Chicago, operators of the station, has offered the entire facilities of the station to the National Civilian Defense Committee.

DETROIT PUBLIC LIBRARY

Advertising Flaws Outlined on CBS

Consumers Union Spokesman Explains What's Wrong

WHEN Colston E. Warne, president of the Consumers Union, began his CBS broadcast the night of Dec. 27 by giving "a thousand thanks and cheers to CBS for 13 minutes to tell them what Consumers Union thinks is wrong with the deluge of advertising they and their fellow broadcasters pour out daily," he was paying a high tribute not only to CBS but to the American system of broadcasting.

No comment regarding his broadcast has been forthcoming from CBS, but it is presumed he was given time for his condemnation of advertising because on Nov. 27 CBS had broadcast an interview with Dr. L. D. H. Weld, research director of McCann-Erickson, who discussed the social and economic role of advertising in a democratic economy.

Sick of Superlatives

After his opening sentence, Mr. Warne got right down to cases. "For years," he stated, "American radio broadcasts have been punctuated on the quarter-hour by resonant and insincere bleatings on behalf of alkalizers, cigarettes, soaps and beauty lotions. I confess I am sick of it and I believe I voice the conviction of other harassed citizens in frequently wishing to choke these intruders who pant so excitedly about roads to romance and the superlative quality of mouth washes."

Declaring that people "no longer believe the bulk of the ads they hear or read," Mr. Warne denounced advertising as a "blending of downright lies, slippery superlatives, psuedo-science and irrelevant appeals," instead of being employed "to furnish an accurate, straightforward, nonrepetitious and significant message."

In a 10-point indictment of current advertising practice, Mr. Warne said: "We feel that advertising, by frequent abuse, has: 1, Stressed inconsequential values; 2, brought a false perspective as to merits of products, often bewildering rather than informing; 3, lowered our ethical standards by the insincerity of its appeals; 4, corrupted and distorted the press; 5, wasted much good timber and chemicals and spoiled much landscape and radio enjoyment; 6, blocked the speedy use of correct medication; 7, created many parental problems by abominable radio programs for children; 8, turned our society into one dominated by style, fashion and 'keeping up with the Joneses'; 9, retarded the growth of thrift by emphasizing immediate expenditure; 10, fostered monopoly through its large scale use by only a few financially favored companies."

Stating that these opinions are shared by "millions of Americans who resent being pestered to death by advertising twaddle," Mr. Warne continued: "We realize that on occasion ads are valuable and that advertising furnishes revenue for our radio and press. But we would gladly pay in one lump sum the true cost of keeping good programs on the air and of having the news if we could be spared the bother of wading knee-deep in ads."

Rambeau Expands

WILLIAM G. RAMBEAU Co., station representative, has opened two West Coast offices, in addition to enlarging Chicago headquarters. The San Francisco office 580 Market St. is headed by William S. Grant, for the past several years representative of several Pacific stations, including the McClung group, which he will continue to serve. Fred Allen, formerly commercial manager of KLZ, Denver, is in charge of the Los Angeles office in the Markham building. Four stations have been added to those represented by the company: KFWB, Los Angeles; KJBS, San Francisco; KBUR, Burlington, and WIL, St. Louis.

here's a Schiaparelli creation for Philadelphia! A brilliant original, for both day and evening wear. Alluringly perfect in fit!

* * * *

And what a fitting the Philadelphia market takes! It's nearly twice as long as wide: twenty counties directionally arranged, presenting a neat coverage problem.

KYW has tailored a coverage pattern which includes *every county* of the Philadelphia trading area... beams 50,000 watts over this market with a directional antenna . . . and then brings more power to bear by cutting signal strength in areas outside Philadelphia influence.

Spot advertisers recognize KYW's directional advantage. A call to NBC Spot Sales will bring to light further advantages... of the Red Network station in Philadelphia . . . reaching 10,000,000 potential listeners.

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA WOWO WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

XUM

America on the Alert; Radio on the Pan—*An Editorial*

ALL AMERICA is on the alert! We are warned to be prepared for the worst. There are practice black-outs. Listen to your radio; read your newspapers; be prepared!

That, and properly so, from the Commander-in-Chief to the deputy air warden in Peeweeville.

So Assistant Attorney General Thurman Arnold institutes sweeping monopoly suits against the networks, and strikes at every affiliate of NBC and CBS. The FCC, in another corner, continues the newspaper-divorcement inquiry, and other so-called "social reforms", irrespective of war, economies or end results.

We don't wish to belabor the issues of the new Department of Justice trust-busting crusade, or its timing in relation to the pending injunction proceedings instituted by the networks against the FCC's chain monopoly rules. Perhaps the Sherman Act proceedings should have been started a dozen years ago. Maybe the networks have been too ambitious, and should have been clipped.

But the fact remains they have led the way to establishment of the world's best radio system. And today all radio is serving as the nerve-center of war operations in relation to public morale.

Then how conceivably can the nation's broadcast industry perform at peak efficiency with anti-trust suits, dissolution suits, life-and-death rules, divorcement proceedings and what not hanging over their heads? Ideals and social reforms, experiments and guess-work are risks even in normal times. But to toy with American morale, through radio, when the whole American economy is dislocated, seems to be going too far.

This would appear to apply to everything outside the war category. Government, public and radio have gotten along well enough for radio to be the world's best, with all these purported evils. And it still hasn't cost the public, or government, a thin dime.

It's quite true, as we have heard so often in official quarters, that the civil statutes haven't been suspended for the duration. But plain common sense seems to dictate that, rather than keep a vital industry in an uproar over regulatory reforms, national interest would best be promoted by buoying radio's spirit to keep it on the alert to perform inspired peak service.

TEXT OF JUSTICE DEPT. CHARGES

FOLLOWING is the text of the body of the complaint (introduction and description of industry deleted) filed by the Department of Justice Dec. 31 against RCA, NBC, David Sarnoff, Niles Trammell, William S. Hedges, Mark Woods and George Engles, in the District Court of the United States for the Northern District of Illinois, Eastern Division. The complaint against CBS was virtually identical insofar as allegations of purported monopoly were made under conditions prevailing as to each network. The complaint below, however, goes beyond that filed against CBS, by virtue of NBC's dual network operation and in certain other secondary particulars:

Position of Defendants in the Radio Broadcasting Industry.

10. That defendant RCA conducts its broadcasting business through defendant NBC; that NBC operates two nationwide broadcasting networks, known as the "Red" and the "Blue"; that both the "Red" and the "Blue" networks are composed of radio stations which form the "basic" network and others which are known as "supplemental" affiliates; that the basic "Red" network is composed of 23 stations either licensed to or affiliated with NBC and its key station is station WEAF, owned by NBC and located within the city and State of New York; that in addition there are more than 100 stations affiliated with NBC which are not assigned to either basic network and which are supplemental to either the "Red" or the "Blue" network and are available to either of such networks at the option of the advertiser; that the affiliation contracts do not specify to which of the two networks any station is to be assigned; that NBC reserves the right to move any station from one network to the other even though affiliation with the "Red" network has proved much more remunerative to a station than affiliation with the "Blue" network;

11. That of 52 existing clear channel radio stations in the United States NBC owns, controls or has affiliated with it 32, and CBS 18, that most of the fulltime regional stations are likewise affiliated with either NBC or CBS; that excluding low-powered local stations, more than half of all the stations in the country are affiliated with NBC and CBS; that of the 92 cities in the United States with more than 100,000 population, less than 63 have three or more fulltime stations and less than 37 have four or more fulltime stations; that there are more than 45 cities in the United States with a population in excess of 50,000 served by NBC or CBS or both, in which no other network can procure an independent fulltime broadcasting station outlet because of the control exerted by NBC and CBS; that in over 20 cities of the United States, including Cleveland, Indianapolis, Houston, Birmingham, Providence, Des Moines, Albany, Charlotte and Harrisburg, other networks can procure only limited access to the existing radio broadcasting facilities;

12. That NBC is the direct operator and licensee under licenses issued by the FCC, of the following broadcasting stations, having the call letters, power, and location as set out below:

Call Letters	*Location*	*Power*
WEAF	New York	50,000 w.
WJZ	New York	50,000
WRC	Washington	5,000
WMAL	Washington	5,000
WTAM	Cleveland	50,000
WMAQ	Chicago	50,000
WENR	Chicago	50,000
KOA	Denver	50,000
KPO	San Francisco	50,000
KGO	San Francisco	7,500

13. That for the years 1938, 1939 and 1940, the net time sales for the entire radio industry were $117,379,459, $129,968,026, and $154,823,787, respectively, as compared with $35,611,145, $37,747,543, and 41,683,341 for NBC; $25,450,351, $30,961,499, and $35,630,063 for CBS; and $2,272,662, $2,610,969, and $3,600,161 for MBS;

14. That the power and dominant position of NBC and CBS are further shown by comparing the net operating income for the entire broadcasting industry with that of NBC and CBS; that for the years 1938, 1939 and 1940, the net operating income for the entire broadcasting industry was $18,854,784, $23,837,944, and $33,296,708, respectively, as compared with $4,137,503, $4,103,909, and $5,834,772 for NBC; and $4,329,510, $6,128,686, and $7,431,634 for CBS;

Profits Compared

15. That the relative positions of NBC and CBS in the radio industry are apparent from the fact that in each of the years mentioned NBC and CBS have each enjoyed net profits in excess of the gross revenues of their only competitor in national network operations;

16. That broadcasting stations affiliated with NBC have in excess of 50% of the total combined night-time power of all stations in the United States; that stations affiliated with NBC and CBS have over 85% of the combined night-time power; that by reason of the dominant position in the industry of NBC and CBS, and because of the large volume of business controlled by them and the many advantages afforded radio stations through affiliation with them, a network affiliation or a continued network affiliation with either NBC or CBS is desired by practically all commercial radio broadcasting stations;

Tying Clauses

That NBC and CBS have exercised the power inherent in their dominant position by imposing upon their respective affiliated broadcasting stations certain identical tying clauses which have prevented such stations from dealing with other competing network systems and have prevented NBC and CBS from dealing with radio stations other than their regular network affiliated stations; that both NBC and CBS have optioned all, or a part, of their respective affiliated stations' time on the air, a substantial portion of which is never used by either network; that CBS as well as NBC, has entered into contracts of several years duration with each of its affiliated stations, and is the owner, operator and licensee of radio stations located in lucrative marketing areas;

Jurisdiction and Venue.

17. That this complaint is filed and the jurisdiction of this court invoked to obtain equitable relief against defendants RCA, NBC, and certain of the officers and members of the boards of directors thereof, because of their violations, jointly and severally, as hereinafter alleged, of Sections 1 and 2 of the Sherman Act;

Interstate Activities

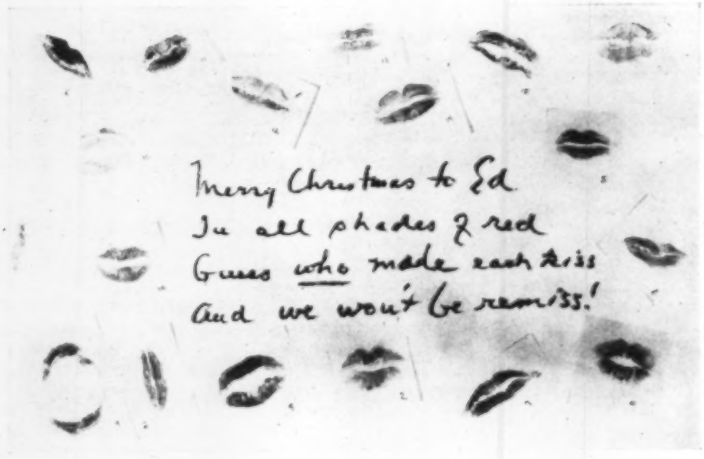
18. That the unlawful combination and conspiracy hereinafter described to restrain commerce among the several States of the United States has been carried on in part within the Northern District of Illinois, Eastern Division, and many of the unlawful acts pursuant thereto have been performed by defendants and their representatives in said district; that the interstate commerce in radio broadcasting, electrical transcriptions and talent, as hereinafter described, is carried on in part within said district; that both said corporate defendants have usual places of business in said district and there transact business and are within the jurisdiction of this court for the purpose of service;

Interstate Commerce.

a. Radio Broadcasting.

19. That radio broadcasting stations, including network broadcasting systems in the United States, are engaged in commerce among the several

(*Continued on page 41*)



KISSES FOR KOBAK, were presented by girls in the NBC Blue Network Sales Division to Edgar Kobak, Vice-President in Charge, as a Christmas greeting. Each young lady imprinted a kiss on this large card.

XUM

1937-1938-1939-1940-1941-1942

DENVER'S STANDOUT STATION

560 KC.-CBS

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.—REPRESENTED BY THE KATZ AGENCY, INC.

FCC Protests Proposals for Transfer Due to Close Tieups in Defense Work

DECLARING that the FCC already has carried decentralization of its organization as far as possible, Theodore L. Bartlett, principal legal administrator, last Tuesday told a subcommittee of the House Committee on Decentralization that because of its critical functions in the defense and war effort, it is imperative that FCC headquarters, fully staffed, be maintained in Washington.

Mr. Bartlett appeared for the FCC at the subcommittee hearings, which have been going on for several weeks, on HRes-209, designed to effect the removal of certain Federal agencies from Washington to provide space for new and expanded defense organizations.

Following recent Budget Bureau action in ordering removal of a dozen Government offices and agencies from Washington, there also was revival of official reports involving creation of a department or bureau of transportation and communication, which presumably would embrace the FCC, ICC, CAA and other agencies identified with regulation in these fields [BROADCASTING, Dec. 29]. However, such reports are still talk, although the war hubbub was thought to increase the possibility of such a move.

Tied to War Effort

Appearing before Rep. Downs (D-Conn.) and Rep. Manasco (D-Ala.), Mr. Bartlett pointed out that although the FCC is entirely in sympathy with any decentralization move having an advantageous effect on the war effort, it nevertheless was indispensable that the central offices of the FCC remain located in Washington. He cautioned that the FCC's work, both independently and through its close association with the Defense Communications Board, was an integral part of the overall war effort and described the FCC as primarily a service agency, probably unique in its situation in the defense picture.

In its Washington headquarters, housed in several different buildings but mainly in the New Postoffice Bldg., the FCC has approximately 100,000 square feet of space, Mr. Bartlet said, adding that recently the FCC has been forced to ask for substantial additional space to house the new OPM-DCB communications priorities setup. He indicated there were 841 FCC employes in Washington.

With decentralization practiced to the limit, Mr. Bartlett said, the FCC now has 23 principal and 91 suboffices in the field, with about 900 persons now employed in field operations and this number increasing rapidly.

Arguing that transfer of any other parts of the FCC operations to another city would impede important defense work, Mr. Bartlett declared that such a transfer would effect no saving, either in rentals or traveling expenses, and that it would dangerously interfere with the close coordination necessary during wartime between the FCC, the Army and Navy and other defense agencies.

Need of Local Contacts

Asked about the FCC's consideration of doubling-up on office space, working more than one shift, he said this was being done and that most FCC employes were working substantially longer than regular hours, although a survey conducted in the Foreign Broadcast Monitoring Service indicated a 30% loss in efficiency resulted from crowding. He declared the FCC has as aggravated a condition of housing as any agency in Washington.

Responding to a query by Rep. Downs, Mr. Bartlett stated flatly that the FCC could not function properly in Chicago, New York, or even Baltimore, since its main work in the defense picture lay with other Federal defense agencies, with personal and local telephone contacts necessary.

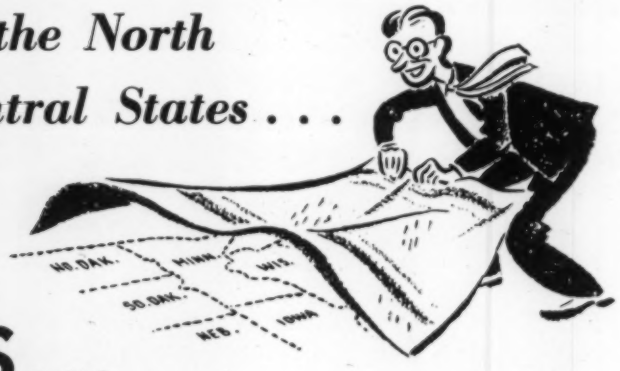
Asked if the FCC had given any thought to what it would do if this country were invaded and Washington threatened, he said the FCC probably would evacuate to wherever the Army and Navy Departments might go, adding that conceivably, in such event, they might be "going around in cars".

With some talk about housing the FCC in a temporary building to be erected across the river from Washington in Virginia, he was asked for the FCC's reaction to this possibility. He answered that the FCC was so pressed for space that it would strain every effort "to accommodate ourselves".

Raid Wage Ruling

APPLYING to periods of station silence, Acting Administrator Baird Snyder, of the Wage & Hour Division of the Labor Department, declared recently that time spent by employes on the premises of any employer covered by the wage-hour law during blackouts or air-raid alarms, where no work is done, need not be compensated for as "hours worked."

BLANKET *the North Central States . . .*



with **NCBS . . .**

★ This network of 31 aggressive local stations gives you county by county coverage of the rich area in the Upper Mississippi Valley. You get this coverage at lower cost than any single or combination of media available. A valuable plus is the active cooperation of 5,000 retail outlets who promote merchandise advertised over NCBS. This promotion includes distribution, window displays, and half a million hand-bills each month. (If your product is sold by both food and drug stores hand-bills will run more than a million). Investigate NCBS rates now!

31 AGGRESSIVE RADIO STATIONS

WLOL, Minneapolis, Minn.
WDSM, Duluth, Minn.
KVOX, Moorhead, Minn.
KATE, Albert Lea, Minn.
KWNO, Winona, Minn.
KGDE, Fergus Falls, Minn.
KWLM, Wilmar, Minn.
KGCU, Mandan, N. D.
KLPM, Minot, N. D.
KDLR, Devils Lake, N. D.
KRMC, Jamestown, N. D.
KABR, Aberdeen, S. D.
WEAU, Eau Claire, Wisc.
WMFG, Hibbing, Minn.
WHLB, Virginia, Minn.
WHBY, Appleton, Wisc.
KFIZ, Fond du Lac, Wisc.
WHBL, Sheboygan, Wisc.
WSAU, Wausau, Wisc.
WFAR, Wisc. Rap., Wisc.
KVFD, Fort Dodge, Iowa
KTRI, Sioux City, Iowa
WATW, Ashland, Wisc.
WJMS, Ironwood, Mich.
WHDF, Calumet, Mich.
WDMJ, Marquette, Mich.
WDBC, Escanaba, Mich.
WCLO, Janesville, Wisc.
WEMP, Milwaukee, Wisc.
WRJN, Racine, Wisc.
WIBU, Poynette, Wisc.

NORTH CENTRAL BROADCASTING SYSTEM

Executive Offices
Commodore Hotel
St. Paul, Minn.
Write for free Folder
★

JOHN W. BOLER
Pres. and Mng. Director
Nat. Rep.
Joseph Hershey McGillvra
★

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), signed Joan Davis, film actress, as featured comedienne on its weekly NBC *Rudy Vallee Show*. Contract of 13 weeks, effective Jan. 1 is result of several guest appearances by Miss Davis. Agency is McKee & Albright Inc., N. Y.

PLAQUES, presented by the Jackson Brewing Corp., were awarded these New Orleans gentlemen for their "public service" in coverage of the war. The brewery sponsors *Enjoy Life* on WWL. Left to right are James Gordon, manager of WNOE; Howard Summerville, manager of WWL; James J. A. Fortier, conductor of the program; P. K. Ewing, manager of WDSU, and Harold Wheelehan, manager of WSMB.

Japanese Cut-Ins Interrupting KGEI

San Francisco Attacks Are Claimed in Enemy Flashes

RESORTING to an old propaganda dodge, a high-powered Japanese shortwave station on Dec. 28 cut in periodically on the frequency of KGEI, General Electric international shortwave outlet in San Francisco, tying in simulated news bulletins of a purported Japanese air-raid on San Francisco with a regular program of KGEI, beamed to Philippine listeners.

The technique employed by the Japanese station made it appear that KGEI was interrupting its own broadcast with last-minute details of the "attack" on San Francisco.

Although the attempted misinformation campaign, apparently designed to create panic among Americans in the Philippines, immediately was nipped by Philippine and American officials as a lie, the Government is taking steps to correct the situation, according to Buck Harris, manager of KGEI. FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated that the FCC will "look into" the matter.

Busy Schedule

Mr. Harris stated that KGEI broadcasts news and informatory matter from San Francisco on a 17-hour daily schedule. He added that since the war in the Pacific started, the station had sent shortwave programs on two beams, broadcasting from 3 to 10 p.m. daily on a bi-directional beam to Latin America and Asia, and from 10 p.m. to 3 a.m. on a undirectional beam to Asia, the Antipodes and Africa.

Describing the situation, an official statement from Twelfth Naval District headquarters in San Francisco said:

"Naval intelligence authorities at Manila reported that the regular early morning Far Eastern broadcast from KGEI, San Francisco, was cut into three or four times. Each time an English-speaking announcer would present a 'flash' detailing more 'news of the San Francisco disaster'.

"The interference obviously came from a powerful Japanese station deliberately intruding on the KGEI wavelength. In view of this first attempt, radio listeners are warned to be on the alert against any future attempts by the enemy to confuse listeners by feeding false reports into regular broadcast wavelengths."

ALIENS DIRECTED TO YIELD RADIOS

UNDER an order by Attorney General Francis Biddle, all "enemy aliens" in the United States—from Germany, Italy and Japan—have been ordered to register and surrender to Federal authorities, for the duration, all radio apparatus and cameras in their possession. The confiscation order, originally aimed at aliens on the West Coast, was extended last Wednesday to apply to all enemy aliens in the country, with a deadline for compliance set for 11 p.m. Jan. 5.

In carrying out its drive to round up radios and cameras that could be used against America or the Allies in the war effort in one way or another, the Justice Department explained that the move was "as much for their (aliens') protection as ours". Although the Justice Department could not reveal how many radio sets actually were taken in, it was indicated that there are an estimated 1,100,000 non-citizens in the United States from the three Axis countries.

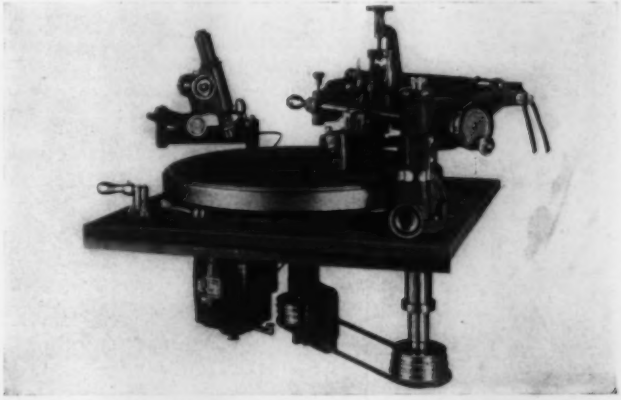
According to Dr. O. H. Caldwell, editor of *Radio Today*, there are about 34,000,000 receivers in this country capable of getting shortwave reception, based on a figure of 60% of the total of between 56,000,000 and 57,000,000 sets. For several years most receivers have included a shortwave band. It was thought there would be roughly about one shortwave radio per alien.

EXCEPTIONAL opportunities for more than 200 qualified young men in the Army's Seattle-Alaska radio communications system were announced Dec. 29 at Fort Monmouth, Signal Corps headquarters. Enlistment requirements include ability to send and receive International Morse code messages, typewriting skill and a high school education or equivalent. Allowances of $2.35 a day at Seattle and $4 a day in Alaska, in addition to pay, rations and quarters are offered.

TWO VALUABLE *NEW* FEATURES HAVE BEEN ADDED TO THIS PRESTO RECORDER!

Here is a more versatile recording turntable, a recorder with variable cutting pitch, one that can be quickly adjusted for discs of varying thickness, a machine that will operate "faster" in busy control rooms. It's the new Presto 8-C recorder with . . .

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2¼" in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle *while cutting* for any direct playback or master disc from .030" to ¼" in thickness. The cutting mechanism swings clear of the table for quick change of discs.



VARIABLE CUTTING PITCH: The buttress thread feed screw is driven by a belt and two step pulleys beneath the table giving accurate cutting pitch adjustments of 96,112, 120, 128 or 136 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and runout grooves up to ¼" apart.

Other specifications are identical with the well-known Presto 8-N recording turntable described in our complete catalog. Copy on request. Cabinets are available for mounting single or dual turntable installations. If you are planning to improve your recording facilities write today for price quotations and detailed specifications.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4910 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1568 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4316 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0342 • ROCHESTER, Cul. 3548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2360 • WASHINGTON, D.C., Sher. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

XUM

Coast Sign-off Signal

SIGN-OFF warning for blackout periods called by the FCC or the Fourth Interceptor Command has been set up by the four Los Angeles area monitoring stations, KHJ, KFI, KNX, KFAC. Signal consists of a 1,000-cycle tone, 100% modulated, sounded 30 seconds before going off the air. Automatic tripper, which will ring a bell or flash a light, will be installed by some stations as precaution against failure to hear official tone signal.

WEN NILES, Hollywood announcer on the weekly CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a narrator's role in the Republic Productions film, "Pardon My Stripes".

Busy Districts

STARTING Oct. 9 and concluding Dec. 17, a total of 762 radio executives of 450 stations attended the 16 NAB district meetings held this fall, according to figures compiled by the NAB from individual attendance lists. The group included principally owners, sales managers, program directors and news editors. In addition, representatives of the War Department attended 14 of the 16 sessions; two music licensing organizations attended all the meetings and a third was represented at five. NAB President Neville Miller attended the first 14 meetings.

As Lemuel Q. Comatose clearly indicates, there's more than *one* way to thumb a ride! But there's *only* one way to reach all the radio listeners in the Roanoke-Southwest Virginia area. That's with WDBJ—the only station serving the whole territory with a strong, clear signal at all times. If you're interested in this area's $285,000,000 effective buying income, drop us a line.

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

***Owned and Operated by the* TIMES-WORLD CORPORATION**

FREE & PETERS, INC.
Exclusive National Representatives

War Emergency Plans Slated On Agenda for NAB's Board

Executive, Finance, Code Committees to Meet; Naming of Industry Liaison to Be Discussed

WITH MANY war emergency measures demanding its attention, the NAB Board will hold its first meeting of 1942 in Washington Thursday and Friday (Jan. 8-9) at the call of President Neville Miller.

The general board session will be preceded Wednesday by meetings of the executive, finance and code committees, the latter to appraise NAB code provisions in connection with war activities and with particular emphasis upon limitations within which news commentators should function.

War Liaison

Topping the agenda for the directors' session is the selection of an industry liaison officer to headquarter in Washington as key Government contact for war activity. Walter J. Damm, director of WTMJ, Milwaukee, tentatively has been named for this post by the Radio Coordinating Committee, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

Mr. Miller, at these sessions, pointed out that under NAB procedure he was not in a position to ratify such a liaison appointment, but said the NAB would cooperate with anyone designated by FCC Chairman James Lawrence Fly for this work.

Mr. Fly, however, has stated it is not his function, nor that of the Government, to name such an individual, but he personally felt it would be desirable to have on hand in Washington a representative of the industry familiar with overall station operations who could counsel with Governmental agencies on war measures [BROADCASTING, Dec. 29].

The NAB Board also will take up the preliminary agenda for the annual convention to be held at the Statler Hotel in Cleveland, May 11-14. In addition to war measures, it will be called upon to fill two vacancies on the board. C. W. Myers, KOIN-KALE, Portland, former NAB president and director-at-large elected at the last convention, has resigned owing to the pressure of other activities and in the light of the fact that he has been an officer or director for a dozen years.

William H. West Jr., former general manager of WTMV, East St. Louis, Ill., director for the 9th district, comprising Illinois and Southern and Eastern Wisconsin, relinquished his NAB post along with his association with the station. The Myers term runs until the next NAB convention. That of Mr. West does not expire until 1943.

Preceding the board session the code committee will meet Jan. 7 to consider a number of problems that have arisen in connection with war programming activities. Most important, it is understood, is the imposition of voluntary restraints on handling of news commentaries by staff announcers and commentators. Enforcement of NAB code provisions in this regard will be a prime consideration.

Ryan to Participate

J. Harold Ryan, named Dec. 26 as assistant director of censorship for radio, is a member of the board. It is expected he will participate in both the board and code committee discussions, with particular regard to handling of news and commentaries.

Members of the code committee scheduled to meet are Earl J. Glade, KSL, Salt Lake City; Edgar L. Bill, WMBD, Peoria, Ill.; Gilson Gray, CBS, New York; Hugh A. L. Halff, WOAI, San Antonio; Henry P. Johnston, WSGN, Birmingham; Janet MacRorie, NBC, New York; William B. Quarton, WMT, Cedar Rapids; Edney Ridge, WBIG, Greensboro, N. C.; Calvin J. Smith, KFAC, Los Angeles.

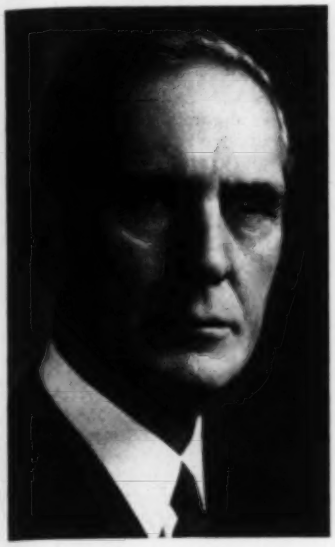
The executive committee likewise will meet on Wednesday, preparatory to the general board session. Members of the committee, in addition to President Miller, are James D. Shouse, WLW-WSAI, Cincinnati; Paul W. Morency, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; John J. Gillin Jr., WOW, Omaha, and John Elmer, WCBM, Baltimore. A vacancy also exists on the executive committee, since Mr. West was a small station member, along with Mr. Elmer. Following custom, it is expected Edward Klauber, CBS executive vice-president, and F. M. Russell, NBC Washington vice-president, will sit with the executive committee.

Another Wednesday meeting scheduled in advance of the general session is that of the finance committee, of which Mr. Ryan is chairman. Other members are Frank King, WMBR, Jacksonville, and Howard Lane, KFBK, Sacramento. The 1942 budget will be considered.

CAB To Hear Shirer

ANNUAL CONVENTION of the Canadian Association of Broadcasters, scheduled for Feb. 2-4 at Montreal, has been postponed a week and will be held in Montreal Feb. 9-11. A big agenda has been lined up to include a number of sessions with American broadcasters who are to be invited to Canada to discuss mutual problems with Canadians. Guest speaker at the formal dinner on Feb. 10 will be William L. Shirer, CBS commentator, CAB has announced.

Who's Who at the DCB



BRECKINRIDGE LONG

LENDING the diplomatic touch to DCB is one of the nation's best-known lawyer-diplomats, Breckinridge Long, Assistant Secretary of State for the last two years. Well-versed in international affairs, against a background of good, practical lawyering in his native state of Missouri, Mr. Long also has had experience in communications dating from World War I, when as Third Assistant Secretary of State under President Wilson, he was top man in supervising international communications for the State Department.

Representing the Department of State on DCB, Mr. Long is in charge of the State Department's International Communications Division, and through long experience has acquired a practical working knowledge in the field of communications, although it never directly has been his profession. He himself has not attended meetings such as that in Havana which evolved the North American Regional Broadcast Agreement, but he has been in close touch with all developments along this line.

Mr. Long entered the diplomatic service after a successful career as a practicing lawyer, and in the last decade he has become one of the best-known American diplomatic names. A former U. S. ambassador to Italy, he also has been active in developing the Good Neighbor Policy in Latin America. The latest phase of his career started Jan. 16, 1940, when he was named Assistant Secretary of State.

Listed in *Who's Who* as a lawyer, Breckinridge Long was born May 16, 1881, in St. Louis, the son of William Strudwick and Margaret M. Long. An alumnus-trustee of Princeton U, he received his A.B. from that school in 1903, following up with an M.A. degree in 1909. Meantime, from 1904-1906 he attended and was graduated with a law degree from St. Louis Law School (Washington U) in St. Louis, receiving an honorary LL.M. degree from the university in 1920.

Admitted to the Missouri bar in 1906, he began practice of law in St. Louis the following year. In the next 10 years he became a prominent figure in Missouri legal circles, particularly the State and St. Louis bar associations. In 1914 he served as a member of the Missouri Commission on Revision of Judicial Procedure.

On Jan. 22, 1917, President Wilson appointed Mr. Long Third Assistant Secretary of State, an office he held through World War I, until June 7, 1920. Returning to his native Missouri, he was a Democratic nominee for the U. S. Senate in the 1920 elections. During the next years he practiced international law.

He is the author of the book, *Genesis of the Constitution of the United States*, published in 1925. In 1928 he was a Missouri delegate to the Democratic National Convention in Houston, Texas, functioning on the committee on platform and resolutions.

In 1933 President Roosevelt named him Ambassador Extraordinary and Minister Plenipotentiary to Italy, a post he held until resigning July 31, 1936. In 1938 he was named ambassador on special mission to Brazil, Argentina and Uruguay. The following year he was named the American member of a commission provided under a treaty with Italy for the advancement of peace, and in September, 1939, was appointed special assistant in charge of the Special Division in the State Department.

A Presbyterian, Mr. Long is a member of the Metropolitan Club and Burning Tree Country Club in Washington, and the Maryland Jockey Club, Baltimore. This last evidences probably his favorite hobby and great passion—horses and racing. Others are golf and sailing, and at his summer home in Nantucket he has an enviable collection of model boats.

Mr. Long on June 1, 1912, married Christine Alexander Graham, of St. Louis. He is the father of one daughter, Mrs. Arnold Willcox, of Westmoreland Hills, Md. The Longs' home is Montpelier Manor, Laurel, Md.

Parliament Mike

THE BROADCAST by Winston Churchill from the House of Commons at Ottawa on Dec. 30, marked the first time that microphones had been installed for broadcasting in Canada's Parliament. Britain's prime minister addressed a joint meeting of the Canadian House of Commons and the Senate in the House chamber. The broadcast was fed to all Canadian stations as well as the networks of NBC, CBS and MBS.

THE RICHEST PEOPLE IN THE WORLD Live in the Valley of Paradise · KPRO

1000 watts
Unlimited time
RIVERSIDE, CAL.

The richest people in the world is right—over one-half million of them. The per capita wealth is $1928.00, which is a record in itself. Here in the Valley of Paradise are real people living in an "EDEN PARADISE" with real money and the zestful desire to get the most out of living in a climate that is beyond comparison. In addition, manufacturing, military population, and an average tourist population of 177,000 daily within the primary service area of KPRO, the only regional station serving the "Valley of Paradise", in Southern California. Transmitter and offices, Riverside, California.

HOWARD H. WILSON COMPANY—REPRESENTATIVES

XUM

Filene System Said to Educate Public

Jaspert Outlines Progress In New Technique For Stores

THE FILENE technique of department store advertising as practiced by the Worcester, Mass., branch of the huge merchandising firm is another pioneering effort to build a comprehensive system of broadcasting, according to George H. Jaspert, commercial manager of WTAG, Worcester, Mass.

Mr. Jaspert briskly defends the store's use of radio following publication in the Dec. 15 BROADCASTING of a criticism written by Robert Miller, of WGES, Chicago. Mr. Miller criticized the Filene technique as unsound, and commented sharply on the method as expounded in the Dec. 1 BROADCASTING by Brooks Shumaker, manager of the Filene store in Worcester.

NRDGA Program

Demonstration of radio technique for department stores will be staged by the NAB at the convention of the National Retail Dry Goods Assn. to be held in New York Jan. 12-16. The demonstration will occupy the entire morning session Jan. 15 and appears on the program under the title "Radio in a Wartime Market".

The NAB is cooperating with the NRDGA convention committee in the study of the broadcast medium. Feature of the morning will be a portrayal of the radio technique developed in Worcester, Mass., by the Filene's branch store [BROADCASTING, Dec. 1, 8, 15]. Frank E. Pellegrin, NAB director of broadcast advertising, is in charge of the radio portion of the NRDGA meeting and is to be assisted by Mr. Shumaker, manager of Filene's Worcester branch, and E. E. Hill, general manager of WTAG, Worcester.

Talk by Pellegrin

Opening the program will be a half-hour talk on radio advertising by Mr. Pellegrin, with charts and graphs. Next feature will be a three-way interview about radio and department stores, in which Mr. Shumaker and Mr. Hill will participate, along with George H. Jaspert, commercial manager of WTAG.

The Filene radio technique will be portrayed by performance of a quarter-hour transcription used in the widely publicized Worcester campaign. Winding up the morning session will be a question-answer panel in which members of the NAB sales managers executive committee will participate. Members are Eugene Carr, assistant manager of WGAR, Cleveland; John Outler, commercial manager of WSB, Atlanta; E. Y. Flanigan, commercial manager of WSPD, Toledo; Linus Travers, vice-president of Yankee and Colonial networks; George Frey, NBC-Red sales manager; Arthur Hull Hayes, general manager of WABC, New York.

"The so-called Filene technique as introduced on WTAG—as developed with the cooperation of WTAG—is but another pioneering effort to build a more comprehensive system of broadcasting, based on the belief that the *commercial* has educational, entertainment, and news value hitherto generally buried and as yet largely undeveloped," according to Mr. Jaspert.

Must Be Educational

"Naturally, we are still in the experimental stage. Certainly, many improvements must be made. However, a formula that will make broadcast advertising more welcome to the department store, when judiciously used, and at the same time of practical benefit to the listener, is worth consideration.

"We will all agree that radio is primarily a means of communication—that it serves the secondary purpose of education and entertainment. As a matter of fact, for years we have prided ourselves upon the fact that the American system of broadcasting has enlightened and edified the American people as no other ONE factor has done. Now, the Filene system proposes to make a more intelligent *listening* public a more intelligent *buying* public — to give to every listener—and every listener is a consumer—a fuller understanding and knowledge of the merchandise or service he buys.

"It is a course of study which, with adequate research, may tell a story of economics, history, geography, science. Properly written and dramatized, it conforms to radio's aims: It is newsworthy for it provides information about something before relatively unknown; it is educational for it imparts knowledge, informs and enlightens the listener; and it is entertaining for it CAN be made to pleasantly occupy one's attention.

"In the final analysis, the listener himself is the supreme judge. The sponsor must please him or lose money. We cannot ignore the unusual and unprecedented results which the Filene-WTAG effort has achieved. The exceptional response in *sales* offers convincing proof that the public *did* listen—and that, therefore, there can be little foundation to the criticism that "there would be few listeners as we understand the term today.

Some Examples

"To digress for a moment; one of the most interesting programs that I have had the pleasure of listening to, featured by NBC, dramatized the story of rubber, showing how Goodyear accidentally discovered the vulcanizing process which, in turn, led to the thousands of present-day usages of the product. The Dupont program is another instance. Are not these examples in other fields of the manner in which we have attempted to publicize and promote Filene's merchandise?

"This department store technique is not a fallacy. Rather is it a fallacy to believe we must follow only the established or accepted pattern, that we must do no pioneering, or that we must demonstrate no initiative. Broadcasting is a new industry and can afford to experiment. It cannot afford to become stereotyped.

"The NAB Code itself, in its preface, affirms that the purpose is to 'maintain it and to *expand* it . . . the NAB Code must be a continuous evolution of interpretation and policy to suit changing conditions of taste and circumstances.'

"If the Filene programs as carried on WTAG did not conform to the letter of the Code, should we not make provision for a wider interpretation? There is room and opportunity in a young industry for growth and progress. There is room for constructive and foresighted thinking.

Automatic Brake

"Some there may be who will hold that the 'Filene technique' is at variance with the Code, but it does not follow that the Code as set up was to predetermine that the elements of better broadcasting are missing when the Filene technique is applied. It is my opinion, too, that the principle of 'diminishing returns' will enter into the picture to keep the Filene method from going beyond the bounds of acceptability.

"As in man-in-the-street, amateur hour, and quiz shows, a peak of audience acceptance and response will be reached which in itself will prevent excessive use of the formula. By that time department stores will have seen the results radio can bring and will better understand how to use the medium."

'Best Ever Bought'

A point brought out in some of the discussions in the industry about the Filene technique was that thorough and careful follow-through is necessary in department store use of radio. Lack of this factor has caused most of the "failures" in department store radio campaigns, due to feeling among some advertising managers that a radio campaign requires little attention and that it operates by some sort of legerdemain.

Advantages of a well-rounded campaign were stressed, including such promotion as special bulletins and instructions to sales people, window and counter displays, tie-ins with other media and, most important, the services of radio-minded persons who know how to use the medium.

A point not brought out by Mr. Shumaker in his original article was the fact that Filene's also sponsors a five-minute news period daily. This program, Mr. Schumaker says, is "the best advertising the store has ever bought."

The Filene's promotion was widely discussed at NAB district meetings. It was pointed out to sales managers that possible curtailment in some advertising budgets might be offset by new sources of revenue such as extensive department store campaigns.

Among a few other reactions to the Filene's article, supplementing those excerpted in the Dec. 8 BROADCASTING, were such comments as these:

"I believe the fact that all department stores in Pittsburgh are now using radio . . . is a good selling point in itself for radio," according to Will Schroeder, sales manager.

Says Vaughn A. Kimball, advertising manager of KGNO, Dodge City, Kan.: "We are doing considerable work at the present time in an effort to land regular contracts from two of our department stores, and we believe this (reprint) will be of immense help. One of them is using ten announcements daily on Christmas merchandise and has expressed itself to be interested in a regular 15-minute daily feature after the first of the year."

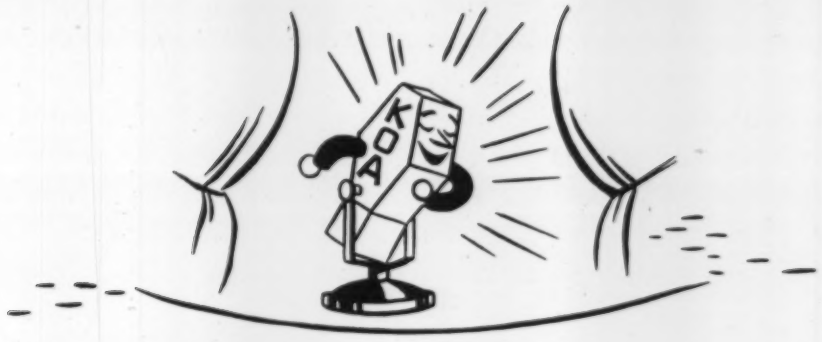
An idea of the problem in some cities is given by G. H. Highter, president of WATN, Watertown, N. Y.: "Frankly, we have had little success in getting department stores here to fully appreciate what radio could do. We are doing a peach of a job for other lines, but these department stores sit peacefully and prepare newspaper copy by the ream, and notwithstanding the fact that we are getting something from most of them, they cannot yet have confidence enough in radio to really permit us to do a well-rounded job for them. We believe this reprint of Filenes success will help us tremendously."

Adelaide Foerman, of Lee Ringer Adv., Los Angeles: "Will you please advise us by return air mail the cost of 400 to 500 reprints of the article 'Filene's Discovers the Power of Radio'."

Said Craig Lawrence, commercial manager of Iowa Broadcasting Co., operating the Cowles stations (WMT, KRNT, KSO and affiliated with WNAX): "The Filene name is a good one to have behind such a rousing success as this. But you certainly have to make sure that (advertisers) thoroughly understand that the few programs described in the article don't constitute a radio schedule."

Melville Renews

FOR THE FOURTH consecutive year, Melville Shoe Co., Boston, has renewed John Allen Wolf's six times weekly news program on WABC, New York, heard in the interests of Thom McAn shoes, 7:45-8 a.m. The account is handled by Neff-Rogow, New York.



thanks . . . .
and appreciation

to "THE BILLBOARD"

for its Special Award for "Most Consistent Exploitation" in the Annual Radio Publicity and Exploitation Survey. This treasured award is a constant inspiration for continuous alertness in better service to our clients and agencies.

to "THE DAVIS AWARD BOARD"

for naming KOA's Ed Brady top announcer in the Mountain Time Zone. This selection of a KOA announcer further indicates the care and attention given by this station to placing the right people on the job for better service to customers and listeners.

And above all...

Thanks to our Customers – the 241 clients and agencies who have made 1941 our best year

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

MARATHON DRIVE TO RAISE FUNDS

Montana Stations Toss Aside Everything Except News In All-Out Red Cross Campaign

IN A MARATHON fund-raising campaign for the Red Cross war relief drive three Montana stations raised their cities' quotas in the space of 24 hours. The stations—KGIR, Butte, KPFA, Helena, and KRBM, Bozeman — eliminated all local programs with the exception of news and started the fund raising task at 8 p.m. Dec. 13, announcing they would remain on the air until the money was collected. The goal was achieved at midnight Dec. 14.

With the exception of NBC commercials, most of the time, according to Barbara S. Craney, station executive and wife of Ed Craney, operator of the outlets, was devoted to direct appeals and credit for the contributors some of whom telephoned pledges from California, Oregon and Washington.

Songs Auctioned

In addition to direct appeals, patriotic songs were auctioned to the highest bidder. The first, the *Star Spangled Banner*, got $100 with a starting bid of $25. The next was *America*, which went for $100 and the last was the *Stars & Stripes Forever* which brought in $250 for the Red Cross.

As soon as one town "went over the top" listeners were asked not to telephone in any more requests and the time thus cleared was devoted to the towns still lacking their quota. In addition to the three larger towns of Butte, Helena, and Bozeman, smaller communities in the area made their quotas as a result of the unique campaign.

In a tieup with the Boy Scouts it was arranged to have a Scout call for each request over $5. Gifts under $5 had to be turned into Red Cross headquarters. The Scouts were transported in cars supplied by Butte residents.

Quota for the Butte area was $20,000, those of Helena and Bozeman less in accordance with their population. Success of the 24-hour campaign was attributed to the fact that the stations have an iron-clad rule forbidding solicitation of funds except in cases of national emergency.

Air Alarm Plan

AN AIR-RAID alarm system utilizing the permanent lines which local stations maintain into one of the network stations to carry public service features, has been submitted to the FCC by Peter Testan, chief engineer of WBYN, Brooklyn. Testan's plan calls for one line from the Army Interceptor Command, the sole authority for air raid warnings, into each of the network outlets, to be tapped by the network, and continue over the permanent lines already installed into the local outlets. These lines would terminate in a loudspeaker in each control room and since they would always be open, would give the Interceptor Command a direct line into each station. At a given signal the engineer in each control room plugs the line onto the air, giving stations and listeners instructions from the same point in the same fashion.

EDWARD M. KIRBY, former director of public relations of the NAB, now chief of the Radio Branch of the Bureau of Public Relations of the War Department, on Jan. 4 was featured guest on the NBC-Blue *Behind the Mike* program, heard Sundays at 4:30 p.m.

This is the ONLY STATION serving ALL of Western North Carolina!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

TOM MIX

FITCH'S BANDWAGON

ADAM HAT FIGHTS

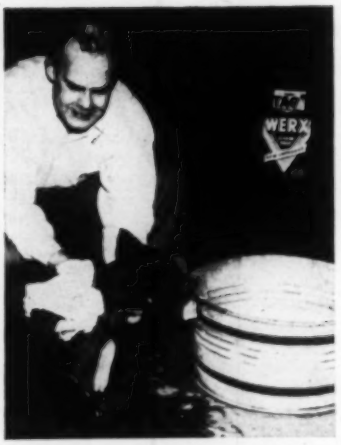
THREE MORE REASONS

THEY LISTEN TO

5,000 Watts Day and Night — WING — NBC Red and Blue Nets

THE DAYTON, O. STATION

Nat. Rep., Paul H. Raymer



PORCINE PREROGATIVE of wallowing in the mud was heartlessly ignored in this scene with Ken Church, director of national sales and promotion of WKRC, Cincinnati, applying unfamiliar (to the grunter) soap and water in a contest at the recent stag testimonial dinner extended Hulbert Taft Jr., WKRC's general manager. Righteously indignant, the little pig escaped and Church went home empty-handed and soaking wet.

FCC to Hold Hearing On 500 kw. WLW Unit

CONTINUED operation of W8XO, highpower adjunct of WLW, Cincinnati, which operates from midnight to 6 a.m. with 500,000 watts, will be the subject of a hearing scheduled by the FCC for Jan. 8 in Washington. The FCC Dec. 29 announced the hearing date, with WOR as intervenor. At that time a petition to reconsider and grant a renewal was pending but this was denied last Tuesday. The original application requested authority to make changes in the transmitter and increase the maximum operating power from 500,000 to 700,000 watts for the early morning period.

The hearing does not apply to the pending request of WLW for authority to broadcast during regular hours with power of 650,000 watts. A half-dozen applications for power in excess of 50,000 watts and up to 750,000 watts still are pending before the Commission, and would entail a revision of the present rules. It has been indicated the whole matter may be set for hearing at some future date.

Pabst Carries Game

PABST BREWING Co., Chicago, on Jan. 4 sponsored the charity football game between the Chicago Bears and Professional All-Stars from the Polo Grounds, New York. The game was described by Dick Fishell and Bert Lee, and proceeds went to the Naval relief. Agency is Lord & Thomas, Chicago.

Block Named for Ball

MARTIN BLOCK, conductor of the *Make Believe Ballroom* program on WNEW, New York, has been named vice-chairman of the Dance Orchestra Leaders Division of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis, to be celebrated nationally Jan. 30.

Col. Davis Retires As RCA's Counsel

Sarnoff Names Cahill Firm; Hennessey Set Up Offices

RETIREMENT of Col. Manton Davis as vice-president and general counsel of RCA and as chief counsel for its subsidiary operations was announced last week by David Sarnoff, RCA president and chairman of the board of NBC. Simultaneously, Mr. Sarnoff announced appointment of the firm of Wright, Gordon, Zachary, Parlin & Cahill as counsel for the parent company, with John T. Cahill, chief NBC counsel in the network monopoly proceedings, as director of the law department of RCA.

The Cahill firm already has opened law offices in Washington, in the Union Trust Bldg., to handle RCA-NBC matters. Mr. Cahill continues as a member of the New York firm, but all company matters involving legal policy will be referred to him.

Hennessey Leaves

For the last year the firm of Hogan & Hartson, of Washington, has handled NBC legal matters, Mr. Cahill, however, was retained several months ago as special counsel in connection with the network monopoly proceedings. The Hogan & Hartson firm will discontinue its representation of NBC on a regular basis. Duke M. Patrick, partner in the Hogan & Hartson firm, it is understood, will continue to represent NBC on certain unfinished matters.

P. J. Hennessey Jr., Washington attorney, who for the last year has been of counsel to Hogan & Hartson in connection with NBC matters, has left that firm and established law offices in the Bowen Bldg., continuing his specialization in radio practice. Mr. Hennessey is jointly occupyng a suite with William A. Porter, radio attorney, but is not associated with him in a partnership.

Prior to coming to Washington several years ago as NBC counsel, Mr. Hennessey was staff attorney for RCA in New York under A. L. Ashby, vice-president and general counsel. The entire relationship with NBC has been severed.

Col. Davis, who has headed the RCA legal staff for more than a decade, will still be available to the company as a legal consultant, Mr. Sarnoff announced. He paid tribute to Col. Davis for his many years of outstanding service.

AFRA Signs KOIN-KALE

CONTRACT with the American Federation of Radio Artists was concluded Dec. 22 by the management of KOIN-KALE, Portland, Ore., bringing the stations' announcers under the union's wing. Signing of the contract brought the local membership to some 70 members including announcers of KGW-KEX, signed previously.

CBC SERVES *The Tempo of the Times*

KEEPING PACE with swiftly moving events, both at home and abroad, the Canadian Broadcasting Corporation has geared itself to the increased demands for information on world conditions.

Daily program schedules include a wide variety of authoritative broadcasts, carefully selected to bring listeners intelligent commentaries by qualified observers. The CBC operates its own complete news service, maintaining full-time bureaux in each of five regions, in addition to collaborating with leading world-wide news-gathering organizations. Overseas and Canadian broadcasts dealing with world happenings also are presented regularly.*

This comprehensive coverage of the international scene is but one of many reasons why Canadians listen *consistently* to CBC network stations.

**The modern facilities of the CBC national network make these features available to 93.67% of Canada's radio homes.*

A Few of CBC's Broadcasts on World Events

CBC News
BBC News
Britain Speaks
Week-End Review
BBC War Commentary
World Affairs
We Have Been There
Wilson Woodside
Talks of The Times
BBC Radio News Reel

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal

XUM

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Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
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Tomorrow's Economy

EACH DAY of war brings fresh trials for American industry. A ban on automobile production one day; tire sales limited the next; price ceilings and the dislocating effect of priorities for war production in other lines. And so it goes.

Thus far advertising volume has not been seriously affected, though all advertisers and all media appear nervous. Costs have skyrocketed. The drain on personnel is serious. And this, it is recognized, is just the beginning.

Radio, newest, brightest and most effective medium for most products and services, is looking forward to another unprecedented year. That is revealed in the 1942 survey published in this issue. It's true there is greater uncertainty than at any other time in radio's history, but it's equally true that radio listening is at its highest peak.

As the war economy stiffens there will be the temptation to cut appropriations because war requirements are consuming practically all production. If the last war is any criterion, some panicky advertisers who haven't been through the mill will drop out. Thus many trade names well-known in the pre-war era will be forgotten in the post-war economy. It happened in World War I.

Radio's effectiveness as an institutional medium, aside from its tested ability as a direct sales-getter, has been amply demonstrated. It can keep alive brand-identity and good-will without apology to any medium. It has that personalized, living-room aspect. Wiser advertising heads know it, just as they know (as do we) that the printed page performs its own particular sales and institutional function.

The story of tomorrow's economy has been broached by sellers of advertising since the emergency developed. Most of it has been tongue-in-the-cheek stuff; some of it intelligent and worthy. An effective and constructive approach is that of WLW in its current national campaign. It doesn't undertake to sell its facilities alone, but makes an all-inclusive case for advertising.

"Industry's yellow pages," says WLW in a current *Fortune* display, "turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short.

"Yes, tomorrow's business faces fact—not fiction. Tomorrow's management will be confronted once more with the problems of a buyer's—not a seller's market. Tomorrow's salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion. Tomorrow's advertising must produce, as never before, more effective results from every last penny of the advertising appropriation."

That, we echo, is radio's sales story for tomorrow's economy.

Toward Unity

AT NO TIME in history has unity and teamwork been more essential. Broadcasting as an industry, up to the present, hasn't had it.

Fortunately, during the few weeks since the stunning effect of war, there has been no open evidence of disunity in broadcasting ranks. Events of the preceding months, which saw dissension and disorder rife in trade circles, practically evaporated.

Steps have been taken toward proper recognition of broadcasting on the Washington scene, through the war-born informal Radio Coordinating Committee, made up of the heads of five trade groups. The manner in which that committee, which sprung into spontaneous action, performed may have not been entirely to the liking of all in the industry. But it got results.

Stemming directly from that Committee's work was the designation by Director of Censorship Byron Price of J. Harold Ryan, of Toledo, as radio censor. That accomplished something of importance for the industry, for a practical broadcaster, familiar with the problems and vicissitudes of station operation, is on the Washington scene to tackle the toughest war problem radio faces, possibly aside from unforeseen economic factors. He can and will deal sympathetically, but firmly, with station news problems.

There will be rules and regulations governing news broadcasting. Whether they are evolved by the industry on a voluntary basis, with the approval of the Director of Censorship, or by government mandate remains to be determined. The industry, through the NAB Wartime Broadcasting Code, took prompt and praiseworthy initiative in the direction of self-regulation. But those guideposts will require alteration—probably stiffening—as the war tempo increases. The industry again should take the initiative.

Other moves, revolutionary in scope, will have to be taken. Designation of an industry liaison officer is considered desirable, to serve all radio—from independent 250-watters to the clear channel outlets. This is a matter requiring prompt action. And facts, not ideals, must be dealt with.

Until a better set-up is devised, the Coordinating Committee plan should be continued. Perhaps the committee should be more representative—possibly there should be an industry-wide convention to revamp the trade group operation so that it can be streamlined for wartime functioning.

One thought should be kept uppermost. This is war. The ordinary amenities don't apply.

Seeing Daylight

COMPULSORY daylight saving time looms as a war measure, possibly on a year-round basis. A longer daylight work-day as a means of conserving electricity is one of the basic considerations. Another factor, involving safety of the people, is to get them home earlier.

Legislation now is pending to empower the President to establish DST in his discretion. He probably has that power anyway under the broad authority invested in him under the War Powers Act.

Optional daylight saving time has been a headache for the broadcaster, the listener and the advertiser for years. But compulsory, universal, year-round DST, horizontally moving the clock an hour faster in each time zone, would result in little foreseeable hardship, after the initial shakedown period.

We hope that if and when the Administration decrees "fast time" as a war measure, it will do so nationally and without exception.

The RADIO BOOK SHELF

EIGHTH EDITION (1942) of *The Radio Handbook* has been released by the editors of *Radio*, published by Editors & Engineers Ltd., 1300 Kenwood Rd., Santa Barbara, Cal. Handbook is a general compilation of information on the practical aspects of radio, with contents divided into three classifications, concerning the basic theory of electricity, constitutional information on the building of a wide variety of types of high frequency and uhf transmitters, receivers for phone and c.w. use, reference charts, graphs and a collection of formulas useful to the practicing radioman.

DELVING further into radio broadcasting facets of American college and university curricula, Dr. Carroll Atkinson, well-known writer and authority on educational radio, has written two new volumes, *American Universities and Colleges That Have Held Broadcast Licenses* and *Radio Extension Courses Broadcast for Credit* [Meador Publishing Co., Boston, $1.50 each]. In the former Dr. Atkinson describes the struggles of 124 American schools that have held standard broadcast licenses since 1922. In the latter he explains the attempts of 13 schools to broadcast correspondence-extension courses for academic credit, discussing approaches to the problem made by other institutions of learning. Dr. Atkinson also is the author of *Education by Radio in American Schools, Development of Radio Education Policies in American Public School Systems*, and other volumes.

We Pay Our Respects To —

KENNETH REED DYKE

KENNETH REED DYKE, Director of Advertising and Promotion for NBC, is that rare combination of individualist and organization man, able to get the most out of his staff because he never asks them to do anything he is not able or willing to do himself.

This strong personal individualism expresses itself in imagination and ideas, acts as a stimulus to himself and to others, but is sublimated to his passion for team work and getting things done "in channels".

When he took over the top promotion job he made it clear to his staff that he wanted everyone to run his own job, to be his own executive in all matters, to exert his own imagination. Dyke's function, as he saw it, was to mold all these myriad efforts into a product that would represent a good overall job for NBC.

Dyke's many and varied experiences in selling, merchandising and advertising over the years before he joined NBC give him the advantage of knowing radio's problems from the other side of the fence, the timebuying side. In promoting sales now at NBC he knows the angles that interest timebuyers. He knows what radio can give a client, as well as what a client expects from radio, and can compromise difficult situations out of this two-edged experience.

Dyke, in his early 40s, weighs not a pound more than when he was an AEF top sergeant in 1917.

He has worked as an oil rigger in the fields near Tulsa and Houston. He did a month's turn in a hard coal mine near Scranton, Pa.; was one of a thresher crew on a farm in Kansas; lumberjack in Caribou, Me., near the Canadian border.

Not any of these was part of his growing - up - and - earning - his - way - through - college period. A New Yorker by birth (March 12, 1897, for the record), the first of a long line of New England sea captains and farmers to be born outside New England, he is a product of private schools and the University of Pittsburgh.

His closest brush with death was when a German gunner in a plane swooped down on a convoy of doughboys and picked off the three in front and two behind Dyke. He was left alone, the only man alive, with a string of machine gun bullet holes through his mess kit and the conviction that he was a very lucky guy.

He went to Germany with the American Army of Occupation after the Armistice and returned to New York in 1919. He had always planned to go to the Far East and went with the U. S. Rubber Co. in its training section for foreign service in Sumatra. His yen to write ruined that ambition, for in his spare time he got out a newspaper which was posted on the bulletin board in the laboratories. Someone gave it to the advertising manager and Dyke was moved into that department to write copy. Later he was sent to Pittsburgh as sales promotion manager. He returned to New York in 1923 and worked under Ralph Starr Butler.

In 1928 he became advertising manager of Johns-Manville and bought their first radio program. He was made vice-president in 1932 and in 1933 left to join Colgate as advertising director. In 1936 he quit to take a trip around the world. He did it the hard way, on freighters, by camel, donkey and on foot. He was one of a small expedition that went up to the Thibetan border and back through the Khyber Pass into Afghanistan, after sorties into the Dutch East Indies to see if it's true, what they say about Bali. He visited all the noteworthy spots in Japan, in Manchukuo, China and wayposts.

Dyke joined NBC in May, 1937, as Eastern Division Sales Manager. Two years later he was made sales promotion director and a year ago Frank Mullen gave him new and enlarged duties and responsibilities by appointing him Director of Promotion in charge of all promotion and advertising.

He is a member of the Circumnavigators' Club, past president of the Alpha Delta Sigma Fraternity (1940), and was one of the original group which laid the base for the Advertising Research Foundation.

Dyke was elected chairman of the board of the Association of National Advertisers in 1930 and served several times. Closely allied with advertising as he was for so many years, it seemed as strange to many as it seemed natural to Dyke to want to apply that knowledge to radio.

The job is the overall coordination of all the varied promotional activities of the company. There are 17 of these separate promotional setups in NBC, not counting those of the M & O stations. These 17 operations were functioning smoothly and efficiently but it was management's idea that a top man over them all would stimulate them not only to greater efficiency but to a bigger "cut for the house." In just a year Dyke has proved the correctness of the management's hunch.

On the personal side, he reads three books a week, runs through trade papers absorbing everything he needs to know with express train speed, and keeps trying to win at poker, gin rummy and craps.

He wears only one kind of tie, diagonal stripes; quiet clothes, and drives a rakish black Packard.

He is a bachelor, which probably accounts for a reported perverted taste in breakfasts—one frosted chocolate, summer and winter.

Personal NOTES

FRAZIER REAMS, president of WTOL, Toledo, has been named director of the Fifth Corps Area office of civilian defense headquarters at Columbus, O. He will supervise full-time the coordination of civilian defense in Ohio, Indiana, West Virginia and Kentucky.

HERB HOLLISTER, president and general manager of KANS, Wichita, Kan., on New Year's Day is slated to become 1942's lone initiate into the exclusive Pikes Peak AdAmAn Club, famed mountain-climbers organization. The club adds one member each New Year's Day. For 20 years members have climbed Pikes Peak each Jan. 1 and set off fireworks.

MARVIN ROSENE, national salesman of WHBF, Rock Island, Ill., late in December left to start active service in the Army. Kemper Wilkens, also of the WHBF sales staff, is the father of a girl born Dec. 10.

JOHN SWALLOW, NBC Western division program director has returned to his Hollywood headquarters following a brief eastern trip during which he conferred with New York network executives, and supervised broadcast of the Oregon State-Duke U New Year's Day football game held in Durham, N. C.

BILL CARLEY, promotion-publicity director of WBT, Charlotte, is the father of a boy, born Dec. 23.

GEORGE FASS, formerly in personnel work, has joined the sales staff of WBYN, Brooklyn.

FRANK S. DANIELS, formerly of the announcing staff of WBYN, Brooklyn, has joined the sales staff of Forjoe & Co., New York, station representatives.

J. J. MANGHAM Jr., general manager of WGOV, Valdosta, Ga., is the father of a girl.

HERB SHERMAN, commercial manager of WAIT, Chicago, broke a bone in his foot on Christmas day when he tripped over a rug.

CAPT. EDWIN P. CURTIN, formerly director of radio publicity of BBDO, New York, and since May 1 public relations officer of Camp Wheeler, Ga., has been transferred to the Radio Branch of the War Department's Bureau of Public Relations in Washington.

ELAINE ADAMS, formerly a buyer for the gown shop of the H & S Pogue Co., Cincinnati, has been named assistant director of the WLW Consumer Foundation. Miss Adams replaces Ruth Wood who has become a dietitian at Fort Custer, Mich.

GEORGE H. WOODWARD, who has been with the Westinghouse Electric & Mfg. Co. since 1936, has been appointed manager of the new products division of the company, it was announced by F. D. Newbury, vice-president.

CHARLES S. HOLBROOK, formerly vice-president and advertising manager of the publishing firm of Yankee Inc. (*Yankee Magazine, Old Farmers Almanac, American Cookery*), on Jan. 1 joined the sales staff of NBC-Blue. Mr. Holbrook was previously with McGraw-Hill Publishing Co., where he represented *Engineering News Record* and *Construction Methods*, and prior to that with the *New York Herald-Tribune*.

Beelar, Russell Named Partners by Law Firm

DONALD BEELAR and Percy H. Russell Jr., attorneys in the Washington law offices of Kirkland, Fleming, Green, Martin & Ellis, Jan. 1 became resident partners of the firm, according to an announcement by Louis G. Caldwell, senior resident partner in Washington.

Mr. Beelar, formerly an attorney in the Department of Justice, has been with the Caldwell firm since 1933. Mr. Russell has been a member of the firm since 1936. Other resident partners, in addition to Mr. Caldwell, are Hammond Chaffetz, Howard Vesey and Reed T. Rollo.

WWRL Changes

WWRL, New York, through Robert A. Catherwood, recently named general manager of the station, has announced several personnel shifts. Edith Dick, office manager, has been named assistant general manager. Dudley Connolly becomes program director; Walter Kaner, director of publicity and promotion; Adolph Gobel, musical director and Fred Barr, formerly an announcer becomes night studio manager, a newly-created post.

White Directs GE Lab

WILLIAM C. WHITE, formerly engineer in charge of the vacuum tube division of the radio and television department of General Electric Co., has been appointed by J. M. Howell, manager of the Schenectady works, to direct an electronic laboratory which the company has set up for the centralization of all its activities in this field.

Lee Millar

LEE MILLAR, 53, Hollywood radio actor, died Dec. 26 at Glendale (Cal.) Sanitarium following a stroke. A radio veteran, Millar began his broadcasting career at NBC San Francisco studios more than a decade ago. With his wife, Verna Felton, he was heard on many network programs originating from Northern California before coming to Hollywood several years ago. Besides Mrs. Millar, surviving is a son, Lee Jr.

XUM

FIRST
CHOICE
OF
NATIONAL
ADVERTISERS
WHO KNOW
MAINE'S
CENTER
OF
POPULATION
IS IN
WLBZ'S
PRIMARY
SERVICE AREA
NBC
Yankee Network
620 kc
BANGOR

BEHIND the MIKE

RICHARD KROLIK, assistant to Lester Gottlieb, MBS publicity director, on Dec. 26 resigned to go into the Army Air Corps at Montgomery, Ala. At WSAY, Mutual's Rochester affiliate, Announcer Paul Lorentz has joined the Polish forces in Canada, and Bill Rega, head of the WSAY continuity department, has joined the Army Signal Corps.

BILL BORTHWICK, former announcer of WWRL, New York, has joined the Canadian Royal Air Force.

BERNICE CRANSTON, formerly of Louis G. Cowan Co., Chicago advertising and publicity representatives handling the *Quiz Kids* program, has resigned to be married to Dale Burgess, staff writer of the Indianapolis bureau of Associated Press.

SHERMAN FELLER, formerly of WMUR, Manchester, N. H., and WLLH, Lowell, Mass., has joined the announcing staff of WEEI, Boston.

KEN McCLURE, chief newscaster of WBAP-KGKO, Fort Worth, has been named chairman of the radio news editors of NAB District 13.

ALLYN BROOK, announcer of WFPG, left the station Dec. 20 for a short vacation before entering military service.

BILL PRANCE, farm director of WSB, Atlanta, is the father of a girl born recently.

ARTHUR JACKSON, has been appointed a staff announcer of WKZO, Kalamazoo, replacing John Henry.

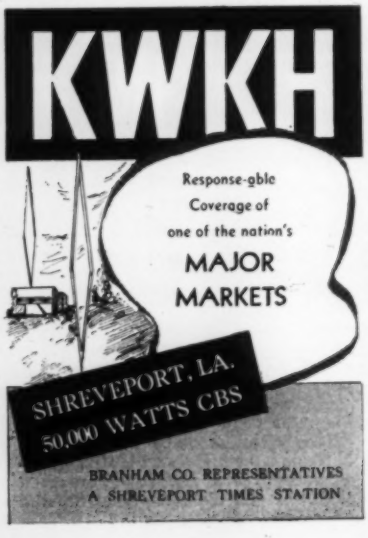
SAM BEARD, formerly a student announcer for the U of North Carolina, has joined WPTF, Raleigh, as an apprentice announcer.

LARRY DUPONT, staff announcer of WLOL, Minneapolis, has resigned to go into partnership with his brother in the furniture business.

WOODRUFF BRYNE, announcer and music director of WIS, Columbia, S. C., has accepted a position as translator of Spanish and French for the War Department in Miami.

BILL SMITH, formerly chief announcer of WKNY, Kingston, N. Y., has joined WHAT, Philadelphia.

FRANK L. MILLER, continuity writer of WOCB, West Yarmouth, Mass., has resigned to become an Army Air Corps flying cadet.



Loyal Fan

ROBERT MULLINS, of Penfield, Ga., has a cat that listens daily to Herbert Harris' 7:15 a.m. newscast on WSB, Atlanta. A stool about two feet high in the middle of the room has a the radio on it. On top of the radio, perches the cat. Invariably, when 7:15 a.m. rolls around, the cat jumps atop the radio and intently listens with cocked ear to Herbert's news broadcast.

JACK BRINKLEY, freelance actor and announcer, has joined the announcing staff of WLS, Chicago.

NORMAN PIERCE, announcer of WCFL, Chicago, is the father of a boy, Kenneth, born Dec. 14.

LARRY ROTHMAN, chief announcer and continuity director of WALB, Albany, Ga., has been named program director of the station, succeeding Pete Whiting.

JOSEPH GRATZ, formerly on the CBS production staff, has been placed in charge of popular music programs for the network, under supervision of Douglas Coulter, CBS assistant director of broadcasts.

IRVIN BORDERS, formerly advertising manager of Citizens National Trust & Savings Bank, Los Angeles, and onetime radio director and press bureau manager of J. Walter Thompson Co., that city, has joined CBS Hollywood sales promotion staff. He replaces Steele Morris, who resigned to enter national defense engineering work.

DORIS TURNER has joined W53PH, FM adjunct of WFIL, Philadelphia, as assistant program director to Felix Meyer. She will be in charge of all musical programs.

BILL SMITH, who late in December joined the announcing staff of WHAT, Philadelphia, coming from WKNY, Kingston, N. Y., also has been named publicity director and music librarian of the station. He succeeds Joe Grady, who will devote his full time to announcing.

DOROTHY McCAIN, former publicity director of KOB, Albuquerque, has joined the Navy as a yeomanette at the Mare Island Navy Yard, Vallejo, Cal.

BOB WEITZELL, announcer of KCMO, Kansas City, on Dec. 24 married Jackie Hallmark of Kansas City.

MANUEL AVILA, Spanish-language announcer of WLWO, Cincinnati, is the father of a boy born Dec. 26.

HENRY SULLIVAN, program manager of WBIG, Greensboro, N. C., has left for the Naval Aviation Training Base at Atlanta. He will be succeeded by Wally Williams. John Bosman, formerly of WMGB, Richmond, Va., has joined the WBIG announcing staff.

STANTON MOCKLER has joined the news staff of KXOK, St. Louis, replacing Jim Brennan, now employed by the St. Louis bureau of United Press.

TOM MOORE, announcer of WIBG, Glenside, Pa., has announced his engagement to Mary Anne Robertson.

HARRY SCHLEGEL, former newspaperman, has been named publicity director of WPEN, Philadelphia, succeeding Ira Walsh, who resigned to become radio and television co-ordinator for the *Hale America* program under civilian defense.

HARRY MARBLE, announcer of CBS, New York, and Doris Havens, head of the music department of WCAU, Philadelphia, and studio accompanist, were married late in December.

JOHN REDDY, CBS Hollywood news room writer, and Nora McDivitt of San Francisco, were married Dec. 28 at Santa Barbara Mission, Cal.

WALTER WINCHELL, who holds the rank of lieutenant commander in the Naval Reserve, recently reported for duty and was assigned to the public relations office in New York. He continues his radio and newspaper work, devoting four days weekly to his new duties.

BUD JACKSON, has been shifted from the news department to the announcing staff of KVOO, Tulsa. Frank Engle, who has done radio work in Chicago, Florida and the West Coast for more than 15 years has joined the news department.

HUGH HOLDER, announcer of WXYZ, Detroit, has joined the Marine Corps. Bill Morgan is the latest addition to the station's announcers.

JOE ALVIN, of NBC Hollywood press department, is the father of a boy born Dec. 23.

DeLAMAR HARRELL, staff writer at WSB, Atlanta, has joined the armed forces. Al Flanagan, formerly of WRUF, Gainesville, Ga., takes his place.

MURIEL EVANS of the news and special features division of WOR, New York, on Dec. 23 was married to Thomas Newsam Doyle III of New York.

MERCEDES McCAMBRIDGE, NBC actress whose husband is William Fifield, well-known radio writer and producer, on Christmas morning became the mother of a boy.

DON DUNPHY, sportscaster of MBS and WINS, New York, was announcer for the New Year's Day broadcast on MBS of the Cotton Bowl football game between Texas A&M and Alabama.

Milton Bacon Leaving WCKY to Join CBS

MILTON BACON, good-will ambassador of WCKY, Cincinnati, and conductor of the station's series, *Cities Worth While & Folks Worth Knowing*, has signed a three-year contract with CBS, to take up his new duties in January.

Mr. Bacon for three years has traveled through Ohio, Indiana, Kentucky and other states in WCKY's primary area, addressing clubs and conventions and gathering historical and human interest stories of each community. His CBS broadcasts, tentatively planned, will be of a similar nature with the entire country as his field. The CBS series *Look Homeward America*, will also include a folk song feature with a cast including Burt Ives, Columbia's exponent of American folk music.

Thomson Opening Outlets in Ontario

Peterborough, Kingston Are Sites of New Stations

BRANCHING OUT into Southern Ontario, Roy Thomson, of Northern Broadcasting & Publishing Co., Timmins, Ont., has bought a large interest in two new Southern Ontario stations scheduled to start operations early in 1942.

First to open, about Jan. 15, is CHEX, Peterborough, owned by the Peterborough Broadcasting Co. and affiliated with the *Peterborough Examiner*. The second station, to open about March 1 as CKWS, is affiliated with the *Kingston Whig-Standard* and is owned by Allied Broadcasting Corp.

Thomson's organization will operate and manage the two stations which join the group in Northern Ontario and Northwestern Quebec comprising CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que. This group of seven stations is claimed to be the largest in Canada owned by private interests.

Headed by Davies

President of both new companies is W. Rupert Davies, Kingston, who also owns the two newspapers and is president of the Canadian Press, Canada's AP. Vice-president for both companies is Roy H. Thomson, and general manager is Jack Cooke, who holds the same post with Northern Broadcasting & Publishing. H. L. Garner, general manager of the *Peterborough Examiner*, is a director of the Peterborough Broadcasting Co. Other officers have not yet been named. Both are represented in Canada by All-Canada Radio Facilities, and the national sales offices of Northern Broadcasting in Toronto and Montreal. Weed & Co. is American representative.

Both stations will be RCA equipped throughout, with twin Canadian Bridge Co. towers. CHEX will operate with 1 kw. on 1430 kc., and CKWS with 1 kw. on 960 kc. Because the CKWS transmitter will be located on Wolfe Island in the St. Lawrence River, a point-to-point FM license has been granted, direct lines not being possible.

The *Kingston Whig-Standard* now operates CFRC, owned by Queen's University, Kingston. When CKWS takes the air it will become a non-commercial outlet and the *Whig-Standard* will no longer operate it. James Annand is the present manager of CFRC. CHEX will join the CBC sustaining network, and CKWS will replace CFRC as the basic commercial CBC station in Kingston.

WBOC, Salisbury, Md., on Dec. 25 joined MBS, bringing the total number of Mutual affiliates to 193. Owned by the Peninsula Broadcasting Co., WBOC operates on 1230 kc., 250 watts, unlimited time.

Meet the LADIES

ADELE HUNT

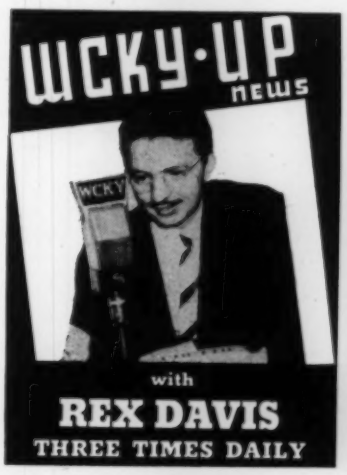
POETRY WAS OUT when blonde, blue-eyed Adele Hunt discovered that though there is a good deal of feminine interest in couplets, sonnets and blank verse there is a great deal more vital interest in cooking recipes, household hints and tips on sewing and crocheting.

Adele, who was having her first fling at broadcasting with a weekly poetry reading program on WPAT, Paterson, N. J., was called upon to pinch hit when the station recently discovered it was without a women's commentator.

Time for Women, Adele's tentative title for her program, was an instantaneous hit, registering high on the time-tried thermometer—fan mail. Adele's background gives her authority to speak on women's affairs and problems. She has had considerable sales experience in various departments of two of New Jersey's largest stores, for a time served as New Jersey promotional manager for a cosmetic manufacturer and does a great deal of research. Adele specializes in recipes whose goodness can be judged by the fact that she receives considerable mail from male listeners.

Mother of three children, Adele emphatically denies that they are the heroic testers of every recipe before broadcasting.

WITH AN INCREASE in power to 1,000 watts, CKNB, Campbellton, N. B., has issued a new rate card, effective Jan. 1, 1942.



New Shortwave Station Opened Jan. 1 by CBS

AS PART of its New Year's Eve festivities, CBS dedicated WCRC, first of its two new 50,000-watt international stations, with a special one-hour program for Latin America starting at 12 midnight. WCBX, the network's sister shortwave station, also shortwaved the program southwards as it was presented from new studios in CBS' New York headquarters.

William S. Paley, CBS president, spoke in English on the program, and Edmund A. Chester, director of shortwave broadcasting for CBS, gave a short talk in Spanish. Juan Arvizu, CBS Latin American singer, was m.c., while the talent was all of South American origin.

New Year's Resolution

A NEW YEAR'S resolution for Canadians was broadcast three times Jan. 1 over practically every Canadian station. The resolution was recorded in Montreal and distributed as a paid announcement to Canadian stations by Cockfield Brown & Co., Toronto agency, on behalf of the Canadian government's Department of Munitions & Supply. No mention of the government was contained in the resolution, which dealt with the task each Canadian can play during 1942 in the war effort.

WILLARD PICTURES Inc., New York, making an educational short for the Oxford University Press, used Studio 6 of WOR, New York, to show how news is handled by radio.

NOW READY FROM WASHINGTON

Produced every Friday, Delivered to you on Saturday

●

A timely and expert 27 min. transcribed analysis of the week's news of the world

●

GOULD LINCOLN
The Nation's Foremost Political Analyst

CLARENCE BROWN
Country Editor and Member of Congress

LOTHROP STODDARD
Foreign Editor of the Washington Star

HERBERT COREY
Syndicated Writer and News Analyst

●

FOR EXCLUSIVE, Phone, Wire or Write

BROADCAST SERVICE STUDIOS
1113-15 Denrike Bldg.
WASHINGTON, D. C.

Your Washington Studios for Direct Wire or Transcribed Pick-ups

YOU'RE NEVER BLUE IF YOU USE THE RED

You just can't be blue with results if you use WMBG—the Red Network Outlet in Richmond. Don't take our word for it. Just ask for a list of WMBG's regulars year in and year out.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

MADE UP YOUR MIND ABOUT DECIDE (Ky.)?

It's a simple matter to reach the conclusion that Decide (Ky.) offers darn few sales possibilities! Also, that the Louisville Trading Area is *the super* super-market you want. This area, for instance, has 55.6% of Kentucky's income tax payers—33% *more* effective buying income than the rest of Kentucky *combined!* WAVE, with complete coverage at lowest cost, is the only station you need to do a job in this neck of the woods! Do we get the decision?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC. National Representatives

Agencies

WALTER M. CRAMP, formerly of the contact and copy departments of BBDO, New York, has been appointed account executive of Ruthrauff & Ryan, New York.

JEANETTE MELNICK, secretary to R. J. Scott of Schwimmer & Scott, Chicago, on Dec. 21 was married to Peter P. Passman.

WALSH ADVERTISING Co. Ltd., Toronto, is moving its office at the end of January from 80 Richmond St., West, to larger quarters in the Concourse Bldg., 100 Adelaide St., West.

ED SCHNEEBERG, copy writer of N. W. Ayer & Son, New York, has joined Compton Adv., that city, in a similar capacity.

Helen Hayes Extended

HELEN HAYES, who was to leave the air Dec. 28, has signed a five-week contract to continue the *Helen Hayes Theatre* on CBS Sunday, 8-8:30 p.m. until the program concludes its 13-week cycle for Thomas Lipton Inc. It was previously announced, through Young & Rubicam, agency handling the account, that after Dec. 28 the half-hour period would be filled with a news show when deliveries of tea from Ceylon became uncertain with the outbreak of the war [BROADCASTING, Dec. 22]. Miss Hayes' talent contract terminated with the last broadcast in December and she has agreed to sign the new one for the short period through Feb. 1.

ATMOSPHERIC conditions which are met in high altitude flight form the basis for this broadcast from the Southeast Air Corps Training Center's new 14-ton low-pressure chamber at Maxwell Field, Montgomery, Ala., which is used to familiarize cadets with conditions they will meet in stratosphere flight. One of the weekly *Wings for Defense* programs of WSFA, Montgomery, designed to show Alabamans some of the inner workings of America's pilot training program, this show presented: (l to r) Major Norman W. White, Air Corps expert on pressure chambers; Announcer Bob Castle; Captain S. S. Sack, Army Medical Corps; and Bert Ussery, WSFA technician. *Wings for Defense* is written and produced by the Public Relations Office of the Southeast Corps Training Center.

Chase & Sanborn Back At J. Walter Thompson

STANDARD BRANDS, New York has rescinded its appointment of Kenyon & Eckhardt, that city, to handle all Chase & Sanborn advertising which was to go into effect Jan. 1 [BROADCASTING, Nov. 3] and has announced the account will remain with J. Walter Thompson Co., New York. Company originally announced the agency shift Nov. 1, and indicated the *Chase & Sanborn Program* featuring Edgar Bergen & Charlie McCarthy Sundays, 8-8:30 p.m. on 82 NBC-Red stations would move in toto to K & E.

Meanwhile a controversy arose with Abbott & Costello, comedy team co-starred on the program with Bergen & McCarthy, and it was reported the pair would leave the program when the change-over took place.

It is understood the comedy team wanted a release from their contract and took their case to the American Arbitration Assn., but later dropped the arbitration and by mutual agreement out of court decided to stay on the program.

JOHNSON & LOUD FURNITURE Co., Denver, sponsors of a five-minute transcribed *Who's News*, on KOA, Denver, has renewed its contract for 52 weeks.

"Since she started listening to beauty hints over WFDF Flint Michigan, she's outstripped all the other girls."

Al Pearce to Red

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), sponsoring the weekly *Al Pearce & His Gang* on 95 CBS stations, Friday, 7:30-8 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST), on Jan. 8 shifts the program to approximately 80 NBC-Red stations, Thursday, 7:30-8 p.m. (EST), with West Coast repeat 7-7:30 p.m. (PST)). Format of the variety show, featuring Al Pearce as Elmer Blurt, remains the same, with Artie Auerbach and guest stars included in the cast. Lou Bring remains as musical director, with Wen Niles retaining the announcing assignment. Ray Erlenborn continues as sound engineer and cast member. Wm. Esty & Co., New York, has the account. Bill Gay is the agency's Hollywood producer.

Keystone Network Lists Total of 152 Affiliates

AN AGGREGATE of 152 affiliated stations is claimed by Michael M. Sillerman, president of Keystone Broadcasting System, in a year-end statement released last week by the transcription network. During its first year Mr. Sillerman stated, Keystone was used by two major advertisers — Miles Labs., for Alka-Seltzer, and Lever Bros. for Swan Soap—in the secondary markets covered by the group.

Included in the statement were exchanges of telegrams with the White House and the FCC in connection with an offer by Mr. Sillerman of the facilities of the Keystone stations during the war.

Fulton Lewis jr. Sponsors

FULTON LEWIS jr., Mutual's Washington news analyst, is now heard on 53 stations under sponsorship of 31 local advertisers, as well as on a sustaining basis on 150 stations, according to a recent survey. He is heard on MBS Mondays through Fridays at 7 p.m., and also conducts the weekly *Your Defense Reporter* programs on Mutual.

WKBH

LA CROSSE, WISCONSIN

Joined

NBC Red and Blue

January First

Need we say more?

WKBH

LA CROSSE, WIS.

HOWARD H. WILSON CO.
NATIONAL REPRESENTATIVES

Army Approves Plan for Station Discs To Be Sent Troops Outside the Borders

BRIG. GEN. F. H. OSBORN, chief of the Morale Branch of the War Department, has endorsed a suggestion made by Capt. Gordon Hittenmark of the radio division of the Morale Branch to provide special transcribed programs for troops stationed at posts outside Continental United States.

Gen. Osborn termed the suggestion "splendid" and said his office would gladly forward the transcriptions to their proper destination.

Under the plan stations are requested to transcribe a 15- or 30-minute program made up of station talent and directed to the troops. No specific post should be mentioned. It is suggested that the mayor or some prominent civic official be requested to make a few remarks during the program, stating the interest of his city in the troops. The program could be built around the idea of the city of Blank and station so and so greets the men of the United States Army stationed outside the States.

The Morale Branch has recently purchased turntables similar to those used in stations and which play 33⅓ discs. In the case of Alaska the transcriptions may be played over a local station with due credit, of course, for the station originating the transcription.

Acknowledgment of stations participating in the campaign will be made in the editorial columns of BROADCASTING. Letters stating a desire to participate should be addressed to Capt. Gordon Hittenmark, Morale Branch, War Department, Washington, D. C., along with the transcription.

Operation Proves Fatal To Russell L. Ferguson

RUSSELL L. FERGUSON, one of the best-known men in the commercial field of the industry, died Dec. 22 in Burlington, Ia., as a result of a thyroid operation.

Mr. Ferguson

Mr. Ferguson had wide experience in radio dating back to 1927 when he was a member of the sales staff of WOR, New York. From 1929 through 1933 he was commercial manager of WLW, Cincinnati, and later was in the Chicago sales department of NBC. He was also onetime manager of WINS, New York, and WCLO, Janesville, Wis., and was associated with Weed & Co., station representatives, Chicago.

On Nov. 15, 1940, Mr. Ferguson was appointed manager of the radio department of the New York office of National Research Bureau Inc. He is survived by his mother, Mrs. Mary F. Ferguson.

WILLIAM W. WELLS, for three years in the research laboratory of Colonial Radio Corp., Buffalo, and more recently head of that firm's testing department, has been appointed production manager of Universal Microphone Co., Inglewood, Cal.

Sacred Series Widened

VOICE OF PROPHECY Inc., Los Angeles (religious), sponsoring the weekly half-hour program, *Voice of Prophecy* on 18 Don Lee California and Arizona stations, Sunday, 9:15-9:45 p.m. (PST), on Jan. 4 expanded its list to 88 MBS stations, Sunday, 7-7:30 p.m. (EST), with West Coast repeat, 9:15-9:45 p.m. (PST). Contract, marking the program's fourth consecutive year, is for 52 weeks. Featuring H. M. S. Richards, minister-lecturer, with musical background provided by the King's Herald's quartet, weekly broadcast emanates from KHJ, Hollywood. Agency is Jack Parker & Assoc., that city.

Luckies N. Y. Drive

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 5 will start a special promotional campaign in the New York market, on four local stations. Two-minute transcribed announcements will be aired 34 times weekly, on WMCA [BROADCASTING, Dec. 8], 63 times on WNEW, 76 times on WHN and six times on WABC. Other stations will be added, according to Lord & Thomas, New York, agency handling the account.

$66,236,000
Annual drug store sales in our ½-millivolt daytime area. WIBW dominates this 206 county buying market.
WIBW The Voice of Kansas in TOPEKA

A-1 Programming!
A full schedule of NBC Blue — ribbon shows! A local A.M. sponsored pgm. that rates 74.6 — Best sports announcer in Baltimore's history! No wonder listeners glue their dials to us — and their ears to your products!
WCBM
NBC Blue Network
BALTIMORE, MARYLAND
Nat'l Rep. — Foreman Co. N.Y. & Chi.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!
CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940
$221,768,000
N. CAROLINA
$133,256,000
AVERAGE OF NINE OTHER SOUTHERN STATES
WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!
680 KC NBC Red 50,000 Watts
FREE & PETERS, Inc., National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Quaker Oats Co., Chicago (feeds), 13 *t*, thru Sherman & Marquette, Chicago.
Rit Products Corp., Chicago (dyes), *ta* till forbid, thru Earle Ludgin Inc., Chicago.
Agfa Ansco, New York (films), 44 *ta* thru Young & Rubicam, N. Y.
Welch Grape Juice Co., Westfield, N. Y. (grape juice) 13 *t*, thru H. W. Kastor & Sons, Chicago.
Falstaff Brewing Corp., St. Louis (beer), 15 *sa*, thru Blackett-Sample-Hummert, Chicago.
Railway Express Agency, New York (service) 15 *t*, thru Caples Co., N. Y.
Fant Milling Co., Sherman, Tex. (flour), 300 *sp*, thru Couchman Adv. Agency, Dallas.
General Foods Corp., New York (Grape-Nuts) 65 *t*, thru Young & Rubicam, N. Y.
Greyhound Bus Lines, Dallas (service), 52 *sa*, thru Beaumont & Hohman, Dallas.
Colonial Dames, Los Angeles (cosmetics), 52 *t*, thru Glasser-Gailey & Co., Los Angeles.
Hecker Products Corp., New York (shoe polish), 100 *ta*, thru Benton & Bowles, N. Y.
Hulman & Co., Chicago (baking powder), *sa* till forbid, thru Pollyea Adv., Terre Haute.
National Biscuit Co., New York (crackers), *sp* till forbid, thru McCann-Erickson, N. Y.

WNEW, New York

E. Pritchard Inc., Bridgeton, N. J. (Pride of the Farm tomato catsup), 12 *sa* weekly, 52 weeks, direct.
Adams Theatre, Newark (current feature), weekly *sa*, thru Buchanan & Co., N. Y.
K. Arakelian Inc., New York (Mission Bell wines), 6 *sp*, 30 sa weekly, 52 weeks, thru Firestone Adv. Service, N. Y.
American Cigarette & Cigar Co, New York (Pall Mall), 42 *sa* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.
Cascade Laundry, New York, 6 *sp* weekly, 52 weeks, thru J. R. Kupsick, N. Y.
Simon Ackerman Inc., New York (retail clothes), *sp* weekly, 52 weeks, thru Ehrlich & Neuwirth, N. Y.
Knox Co., Los Angeles (Cystex, 3 *sp* weekly, thru Barton A. Stebbins, Los Angeles.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (shaving accessories), two *sa* daily, 52 weeks, thru J. Walter Thompson, Co., N. Y.
Ward Baking Co., New York (Tip Top bread), 42 *sa* weekly, 26 weeks, thru J. Walter Thompson Co., N. Y.
Blue Moon Foods, Thorp, Wis. (cheese spreads), *sa* 13 weeks, thru Reincke, Ellis, Younggreen & Finn, Chicago.
Telephone Answering Service, New York, *sp*, one week, thru S. T. Seidman & Co., N. Y.

WHN, New York

P. Lorillard & Co., New York (Muriel cigars), *sa* daily, 52 weeks, thru Lennen & Mitchell, N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), *ta* daily, five weeks thru William Esty & Co., N. Y.
American Chicle Co., Long Island City, N. Y. (gum), *sa* daily, 13 weeks, thru Badger & Browning & Hersey, N. Y.
Paul Kaskel & Sons, New York (pawnbrokers), *sp* weekly, thru J. R. Kupsick, N. Y.

CKCL, Toronto

Ex-Lax Ltd., Montreal (proprietary), 2 *ta* daily, thru Cockfield Brown & Co., Montreal.
Thomas J. Lipton Ltd., Toronto (soups), 5 *sa* weekly, thru Vickers & Benson, Toronto.

WOR, New York

Barbara Gould, New York (cosmetics), 3 *sp* weekly, 13 weeks, thru Lord & Thomas, N. Y.
William Underwood Co., Watertown, Mass. (black bean soup), 2 *sp* weekly, thru BBDO, N. Y.
Marlin Firearms Co., New York (razor blade div.) 6 *sp* weekly, thru Craven & Hedrick, N. Y.
Olson Rug Co., Chicago, Ill. 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
International Salt Co., Scranton, Pa. (Sterling salt), 5 *sp* weekly, thru J. M. Mathes, N. Y.
Riggio Tobacco Co., Brooklyn, (Regent cigarettes), 3 *sp* weekly thru M. H. Hackett Inc., N. Y.
Wilke Pipe Shop, New York (pipes and tobacco), 3 *sa* weekly, direct.
Peter Paul Inc., Naugatuck, Conn. (candy and chewing gum), 5 *sp* weekly, thru Platt-Forbes Inc., N. Y.
Christian Feigenspan Brewing Co., Newark (PON beer, ale, Half and Half), 5 *sp* weekly, thru E. T. Howard Co., N. Y.

WIND, Gary, Ind.

Florida Citrus Commission, Lakeland, Fla. (lemons), 260 *sa*, thru Blackett-Sample-Hummert, N. Y.
Joy Candy Shoppes, Chicago (candy chain), 12 *sa*, thru Malcolm-Howard Adv. Agency, Chicago.
B. C. Remedy Co., Durham, N. C. (B. C. headache tablets), 2 *sa* weekly, thru Harvey-Massengale Co., N. Y.
Sunway Vitamin Co., Chicago (vitamin tablets), 7 *sp* weekly, thru Sorensen & Co., Chicago.

WNAC, Boston

New England Telephone Co., Boston, 2 *sa* daily, thru Doremus & Co., Boston.
Beachnut Packing Co., Canajoharie, N. Y., *sa* daily, thru Newell-Emmett Co., N. Y.
Ex-Lax Co., Brooklyn, *sa* daily, thru Joseph Katz Co., Baltimore.
Noxema Chemical Co., Baltimore, *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), *sa* daily, thru Wm. Esty & Co., N. Y.

KDYL, Salt Lake City

Rit Products Corp., Chicago, 300 *sa*, thru Earl Ludgin Inc., Chicago.
Standard Oil Co. of Cal., 3 *sa* daily, 52 weeks, thru McCann-Erickson, San Francisco.
Simon & Schuster, New York, 26 *sp*, thru Northwest Radio Adv. Co., Seattle.
Railway Express Agency, New York, 15 *ta*, thru Caples Co., N. Y.
Rainier Brewing Co., San Francisco, 35 *sp*, thru Buchanan & Co., Los Angeles.

WINS, New York

Commerce Insurance Agency, New York, 30 *sp* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.
P. Lorillard Co., New York (Old Golds), 26 *sa* weekly, 14 weeks, thru J. Walter Thompson Co., N. Y.

KFI, Los Angeles

Bulova Watch Co., New York (watches), 13 *sa* weekly, thru Biow Co., N. Y.

KFRC, San Francisco

Euclid Candy Co., San Francisco, weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Acme Brewing Co., San Francisco, weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Castle Films Inc., New York (home movies), 30 *sa*, thru J. M. Mathes Inc., N. Y.
Standard Beverages, Oakland, Cal. (Par-T-Pak), 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland, Cal.
P. Lorillard Co., New York (Old Gold), 7 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Seven Up Bottling Co., San Francisco, 5 *sa* weekly, thru Rhoades & Davis Adv., San Francisco.
Beneficial Casualty Co., Los Angeles (insurance), 2 *t* weekly, thru Stodel Adv., Los Angeles.

KHJ, Los Angeles

P. Lorillard Co., New York (Old Gold cigarettes), 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Gallo Wine Co., Modesto, Cal., (wines), 6 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Douglas Oil & Refining Co., Los Angeles, 6 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

CFAR, Flin Flon, Man.

Canada Starch Co., Montreal (corn syrup), 2 *t* weekly, thru Vickers & Benson, Montreal.

Saks Joins the Air

SAKS 34th St., New York (department store), used radio for the first time Dec. 15 when it started five half-minute live announcements, Monday through Friday on WMAC, New York at 6 p. m. just before the *New York Times* news broadcasts. Experimenting with flexible copy for study in planning future radio expansion, the department store will alternate between institutional advertisements, special sale items, well-established items and the patriotic theme, stressing articles tieing in wth national defense. Agency is Dundes & Frank, New York .

New Industry Periodical

NEW MONTHLY publication on the Canadian broadcasting industry is *The Canadian Broadcaster*, which makes its initial appearance in January. The new trade periodical is published by R. G. Lewis & Co., 104 Richmond St., West, Toronto.

"Super-service, ma'am, and it costs you no extra . . . !"

Adv.

Summer Listening Is Studied by CAB

Baseball Holds Up Afternoon Use of Radio in Summer

BASEBALL is America's national game and listening to baseball broadcasts is apparently becoming a national habit, according to the analysis of sets in use during the year ended Sept. 30, 1941, just issued by the Cooperative Analysis of Broadcasting.

Comparing the average listening in the 33 CAB cities during the Standard Time period, October through April, with the Daylight Time months, May through September, the CAB found that daytime listening fell off less than half as much as did evening listening and cites the afternoon baseball broadcasts in 30 of the cities surveyed as the probable explanation.

Program's Absent

During the 7 to 11 p.m. period, 29% fewer sets were in operation per half-hour than in the winter, the report states, whereas in the daytime hours the average decrease was only 13.9%. The decline in evening listening, the CAB explains, "may well be due in some part to the absence from the air of a good portion of that period of the same outstanding programs" which had produced so much evening during the preceding winter.

Based on data accumulated in 690,000 completed interviews with set-owners, the report summarizes "half-hour by half-hour, day by day, by U. S. totals and by geographical sections," the use of radio sets for the year, devoting some 20 pages of charts and tables to the various break-downs. Average evening and daytime listening, compared for winter and summer, is shown in the following tables (average half-hour % of sets in use):

7 to 11 p.m. N. Y. Time

	Standard Time	Daylight Saving
Weekdays		
Monday	34.3	25.8
Tuesday	33.9	23.1
Wednesday	33.2	24.8
Thursday	35.8	24.1
Friday	30.8	21.0
Week-end		
Saturday	28.0	19.4
Sunday	39.0	26.1

9:30 a.m. to 5:30 p.m.

	Standard Time	Daylight Saving
Weekdays		
Monday	17.8	15.4
Tuesday	19.4	16.3
Wednesday	19.0	16.4
Thursday	18.5	16.2
Friday	18.7	16.0

News Disc Subscribers

TWENTY additional stations have subscribed to the quarter-hour transcribed series of commentaries on the war by Sam Cuff, since Nov. 1, NBC Radio Recording division which cuts the discs revealed last week. Cuff does three records weekly which are airmailed to subscribers. New clients include: WLBZ WBRW KEX WPAR KARK KSAL WAAB WLAK KTSM WGGM KGKO KLZ WDBO WIBX WGBR WAKR WORD WAOV WMBR WTRY.

XUM

Daylight Saving

(*Continued from page 9*)

Legislation along similar lines (SJRes-122) was introduced Dec. 22 in the Senate by Senator Downey (D-Cal.). The Downey resolution would authorize the President to establish daylight saving time "in such areas and for such periods of time as he shall deem necessary or advisable in the interest of the national defense." Several weeks ago Senator Downey declared there was heavy support for DST on the Pacific Coast.

Introducing his bill, Chairman Wheeler said he expected the Senate Committee to consider the proposal at its first meeting of the new session. He said he planned to "push the bill through". Chairman Lea has indicated that the House committee will take executive action in the matter early in January. It is understood the committee plans to survey the Presidential authorities provided in emergency war legislation to determine what type of DST legislation might be necessary.

Legislation Favored

Some Congressional leaders have indicated they believe President Roosevelt has all the power he needs, under the recently approved War Powers Act and other emergency legislation, to establish and enforce a DST system on a local, regional or national basis, but they have indicated also a preference to establish such a system by legislation rather than Executive Order.

The DST proposition faded from sight shortly after the hearings late last summer, when testimony of Federal Power Commission officials gave indication that DST probably would be necessary in only a few regions, particularly in the Southeast, as things stood then. Following recommendations of FPC and OPM, the President subsequently called upon Governors of the States in that region voluntarily to establish daylight saving time, although it was indicated there was small desire to try and force DST in other areas.

From the broadcaster's viewpoint, the proposed legislation did little to remedy the perennial programming headaches resulting from a hodge-podge DST system functioning spottily over the country. At the hearings on the House bill, NAB plumped for a universal time system, either daylight saving or standard time such as that used by railroad systems, on grounds that regional rather than national observance would merely clutter up further radio's complicated program schedule during the DST season.

How to Sell Bonds

TOTAL OF $91,305.20 pledged by 435 phone calls is the record chalked up Dec. 27 by Railroadmens Savings & Loan Assn., Indianapolis, which on Dec. 8 started a daily half-hour program of organ music at 10:30 p.m. (CST) on WIRE, Indianapolis, to sell defense bonds and stamps, changing to a weekly schedule Dec. 20. Individual sales ranged from 10-cent stamps to one sale of $20,000 in bonds. Eugene C. Pulliam, station's general manager, is state chairman of Indiana defense savings campaign.

Returns to WOR

ALTHOUGH Paul Reveal, night control supervisor of WOR, New York, was given an extended leave of absence last month to take up a special communications job in South America, he's back on his old job again for the war emergency. When the war broke out, Reveal was heading southward, but wired J. R. Poppele, WOR's chief engineer, offering to return at once if his services were needed. Poppele's answer was an immediate and urgent "Yes".

GEORGE PUTNAM, NBC newscaster, has taken over the six-weekly news spot sponsored by Peter Paul Inc., Naugatuck, Conn., on WEAF, New York. The spot was formerly handled by Robert St. John, who has been transfered to NBC's London bureau.

Bub Burns on Discs

TRANSCRIBED campaign for R. J. Reynolds Tobacco, Winston-Salem, N. C., for Brown's Mule chewing tobacco features Bub Burns as talent, and not Bob Burns as stated in a photo caption in the Dec. 29 BROADCASTING.

Music—to a Sponsor's Ears

ALLEN ROTH

and

THE SYMPHONY OF MELODY

The kind of music listeners want—wait for—change stations to hear!

DYNAMIC arrangements, running the gamut from nursery rhymes to Tschaikowsky, come to life with dash and spirit under Allen Roth's magic baton—as he directs his orchestra, the Roth Chorus and soloists.

"Symphony of Melody" is just *one* example of the colorful program variety offered in NBC THESAURUS. Twenty-six top-name recorded shows are scheduled weekly, each complete with sparkling continuity covering 71 program periods (approximately 25 hours weekly).

With such variety, you can sell more advertisers the "something different" that they want at the price they want to pay...if your station has NBC THESAURUS.

Write today for the complete Thesaurus story. Audition samples of Allen Roth and other Thesaurus programs available on request.

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Radio City, New York — Trans-Lux Building, Washington
Merchandise Mart, Chicago — Sunset & Vine, Hollywood

in the CONTROL ROOM

SCOTT HELT, chief engineer of WIS, Columbia, S. C. is teaching a radio engineering course at the U of South Carolina for the War Department. Rex Houser, transmitter operator has left for Camp Bowie, Tex. where he will be a civilian radio technician in the signal repair shop.

JACK R. WAGNER, formerly assistant manager of KHUB, Watsonville, Cal., and recently of KSRO, Santa Rosa, has joined the engineering staff of KQW, San Jose.

HARVEY SENNETT, control engineer of WOCB, West Yarmouth, Mass., has resigned to join the Army Signal Corps. He is to be stationed at the Signal Corps School, Monmouth, N. J.

FRED FRYE, soundman of WXYZ, Detroit, has joined the Army Air Force as a flying cadet.

DAN BARLOW, engineer of WIP, Philadelphia, is the father of a daughter, Judith Ann, born Dec. 22 at the Hahnemann Hospital.

IBS Convention

THIRD annual convention of the Intercollegiate Broadcasting System was held at the International House, New York, last Monday where panel discussions on programs, business functions and the technical side of campus radio were held.

Slupinski There!

DIME NOVEL coincidence arose at a rehearsal recently of the *Milwaukee Through the Years* show on W55M, *Milwaukee Journal* FM adjunct. In the script, dealing with the year 1917, the tragic crashing of a water tank on the deck of the whaleback steamer *Christopher Columbus* was related. As this point in the script, George Comte. announcer, saw John Slupinski, control operator, jump from his chair and gesticulate wildly. Broadcast of the show carried a note of reality for John had been the wireless operator aboard the *Christopher Columbus* and had narrowly escaped death by leaping into the water a moment before the crash.

WLW, Cincinnati, discarded the regular New Year's Eve program format again this year and ushered in 1942 with a pickup from the Cadle Tabernacle. The same procedure was used last year upon orders of James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, who pointed out that a large portion of the audience would be thinking of the solemn side of life instead of joining in cafe celebrations.

Radio and Defense On Agenda of IRE

Engineers to Hear Progress At New York Convention

RADIO'S expanding role in national and international affairs will be the general theme of the principal addresses to be given at the winter convention of the Institute of Radio Engineers, Jan. 12-14, at the Hotel Commodore, New York.

Following an introduction from the incoming president of the IRE, A. F. Van Dyck, radio talks at the Jan. 12 session will include: "Half a Year in Commercial Television", by Noran E. Kersta, NBC; "Automatic Radio Relay Systems For Frequencies Above 500 Megacycles", by J. Ernest Smith, RCA Communications; "Automatic Frequency & Phase Control of Synchronization in Television Receivers", by K. R. Wendt and G. I. Fredendall, RCA Mfg. Co., and "Color Television", by P. C. Goldmark, J. N. Dyer, E. R. Piore, and J. M. Hollywood, CBS, with a demonstration.

Francisco to Speak

On Jan. 13, at the 30th Anniversary Banquet, Don Francisco, director of Communications, Office of the Coordinator of International American Affairs, will speak on "Radio's Expanding Role in International Affairs", and Adolfo T. Consentino, Director of Communications of the Argentine, will speak to the engineers. During the day, IRE members will inspect Major E. H. Armstrong's FM station at Alpine, N. J.

At the final session Jan. 14 talks will include: "Modern Techniques in Broadcasting", by J. V. L. Hogan, Interstate Broadcasting Co., owner of WQXR, New York; "Modern Developments In Electronics", by B. J. Thompson, RCA Mfg. Co.; "Demonstration of Facsimile Equipment", by J. H. Hackenberg, Western Union Telegraph Co.; "RCA 10-Kilowatt Frequency-Modulated Transmitter", by E. S. Winlund and C. S. Perry, RCA Mfg. Co.; "A Stabilized Frequency-Modulation System", by R. J. Pieracci, Collins Radio Co.; "The Absolute Sensitivity of Radio Receivers", by D. O. North, RCA Mfg. Co.; "An Analysis of The Signal-to-Noise Ratio of Ultra-High Frequency Receivers", by E. W. Herold, RCA Mfg. Co.; "A New Direct Crystal-Controlled Oscillator For Ultra-Short-Wave Frequencies", by W. P. Mason and I. E. Fair, Bell Telephone Laboratories, and "An Ultra-High-Frequency Two-Course Radio Range with Sector Identification", by Andrew Alford and A. G. Kandoian, International Telephone and Radio Laboratories.

BREAKING all previous records, KLZ, Denver, in its 1941 Christmas Book Campaign collected thousands of volumes to be given to hospitals, community centers and neighboring Army camps and hospitals. KLZ plugged the drive on the air, advising listeners on the location of 14 collection boxes in super-markets throughout the city. Some also were mailed to the stations, and about 5,000 Boy Scouts helped in collecting others in a house-to-house canvass. And in the midst of the drive Clayton Brace, KLZ page, took to a ladder to pile the stacks higher and higher along an entire side of one of the station's studios.

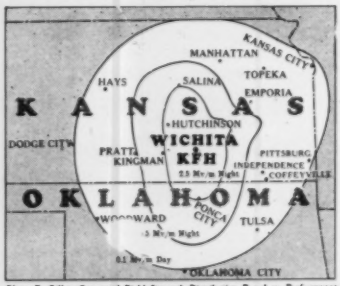
TO REMIND the public of the necessity of keeping radio receivers operating efficiently during present war conditions, RCA Mfg. Co., Camden, is running a series of full-page, two-color ads in consumer publications. Text of the ads urges replacement of worn tubes at regular intervals, and routine service checkups every year.

NUMBER 2 OF A SERIES

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • W

Unbelievable, phenomenal, fabulous, fantastic . . .



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

Yes, the state of affairs in Wichita, America's Number Two Boomtown, is all of this. Statistics on the increase in defense contracts, the growth of population and the upswing in retail sales are *staggering*—but TRUE!

And now, how does a time buyer tap Wichita's lush millions of new purchasing power? No use hemming and hawing . . . Consider the evidence . . .

A survey by a competitive station says 95% of the folks in rich Sedgewick County "listen to KFH regularly" . . . that 57% of these same "listen to KFH most."

New transmitter equipment and a night-time power boost to 5000 watts give KFH a better contour than ever before!

KFH rates have *not* been increased.

Putting it in a single phrase, — KFH now reaches more *geography*; KFH entertains a home county population which is nearly *double* that of 1940; and KFH *sells* people who have important money to spend! Write to—no, better phone or wire—Petry or us.

That Selling Station in Kansas' Biggest, Richest Market

KFH WICHITA

CBS • 5000 WATTS DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE

Networks Sued

(*Continued from page 7*)

through appointment of receivers.

The Anti-Trust Division asked the court to:

1. Restrain NBC and CBS from entering into an exclusive affiliation contract with any station.

2. Outlaw all time options.

3. Limit affiliation contracts to two years.

4. Allow transcribers reasonable access to their studios for off-the-line recordings.

5. Force NBC or RCA to select either the Red or the Blue for operation and turn the other over to a receiver for "liquidation".

6. Force the networks to divest themselves of ownership of stations in cities having less than four fulltime outlets (this presumably would require disposition of WBT, Charlotte, by CBS, and of WTAM, Cleveland, by NBC, through the receivership process).

7. Force complete severance of talent bureaus from network ownership, operation or relationship.

8. Force complete divorcement of transcription operations from the networks.

Familiar allegations heard throughout the chain-monopoly proceedings that the networks, through exclusive contracts, control time of nearly 300 stations, were made in the separate complaints. The complaints were virtually identical in most particulars, but that covering RCA-NBC was more exhaustive in view of the Red-Blue operation.

While the complaints were filed by Daniel B. Britt, special assistant to the Attorney General, in charge of the Chicago regional office of the Anti-Trust Division, the papers were prepared under Mr. Arnold's direction by Mr. Waters. The latter handled all of the ASCAP-BMI proceedings, which resulted in last year's consent decrees. Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, likewise has been identified with the preparation.

FCC Consulted

Last Oct. 29, Mr. Arnold conferred with attorneys representing all of the networks about possible anti-trust proceedings. Then it was not clear whether, if the Department moved at all, it would do so along criminal lines or civilly. If the former course had been decided upon, MBS, NAB and other industry elements might have been joined.

Since the Oct. 29 session, there have been repeated reports [BROADCASTING, Nov. 3, 17] that the Department would act. FCC Chairman James Lawrence Fly and members of his legal staff had been in consultation with Anti-Trust Division attorneys on parallel litigation. Moreover, the Department took the position it was duty-bound to enforce the anti-monopoly laws and that if there had been transgressions, it had to proceed. The networks have maintained that the FCC was without jurisdiction in issuing the chain-monopoly regulations, and among other things cited the absence of any Anti-Trust Division action against them on monopoly litigation.

"TOUCHE" cries Bob Elson when Bill Anson gets past his guard as the stars of *An Hour With Elson & Anson*—sponsored on WGN, Chicago, by P. Lorillard Co., New York, through J. Walter Thompson Co., that city—engage in a friendly little duel. Masks, worn topside this year, were sent by a listener who apparently felt that the boys' mike-time rivalry was not enough.

Possibility of triple-damage suits by MBS against NBC, in the light of the anti-trust suits, also was foreseen. Reports were current a fortnight ago that MBS might institute proceedings against NBC for $10,000,000 in damage, alleging that the time option clauses are in violation of the anti-trust laws and have resulted in substantial loss to MBS. MBS has supported the FCC chain-monopoly regulations from the start, and has intervened in the New York three-judge court proceedings to that end.

For the last several weeks the question of anti-trust legislation has been buffeted about in the Department. The papers filed had been drafted weeks ago, it is understood. It was not until the go-ahead signal came from Attorney General Francis Biddle that the suits were filed. The matter evidently had been up at the White House, according to reliable reports. It is deduced that Administration officials took the view that civil statutes should not be suspended because of the war.

Alleged Domination

Mr. Britt, coincident with filing of the suits in Chicago, said the main purpose was to break up the system of ownership and licensing through which the chains "dominate" broadcasting. He referred to the makeup of NBC particularly, pointing out that its affiliates have no choice to take programs of either the Red or the Blue and that if they are requested to carry Blue they must do so, "even though the time from the Red Network is more remunerative".

"We ask in our suit that the court allow the company to elect which network it may keep and that a receiver be appointed to take over the assets of the other, which will be sold." The suit recited that there were fewer than 37 cities in the country having four or more stations with comparable facilities.

In attacking option time and exclusive affiliations, it said that in the 45 cities having populations of 50,000 or more served exclusively by NBC or CBS, no other network can obtain outlets. Cities cited among those blocked because of exclusive contracts were Cleveland, Houston, Providence, Des Moines, Albany, Charlotte and Har-

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

"US RED RIVER VALLEY FOLKS IS PLENTY VERSATILE IN OUR SPENDING TOO, BY CRACKY! AND WE GIT MOST OF OUR BUY-DEAS FROM WDAY, AT FARGO!"

WDAY

FARGO, N. D. 5000 WATTS-NBC

AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

risburg. The option time clauses, it was contended, were designed to "throttle competition" by virtue of the 28-day notice provision.

Selection of Chicago, rather than New York, for filing of the suits, it is understood, was based upon a request received by the Department from the New York Court that complaints which would be filed in other jurisdictions be handled in that fashion, because of the clogged condition of the New York docket. There were only three localities in which the suits might have been filed, to procure service on both networks, it was said—New York, Chicago or Washington. Washington was eliminated because of the pendency of other litigation here.

In some industry circles, it was felt that many of the Government's contentions in the case against both networks, and NBC particularly, were moot. It was pointed out NBC has abandoned exclusivity; it has taken steps to dispose of the Blue Network, and it has sold its artist bureau. Moreover, it is allowing off-the-line recordings from its studios.

CBS, on the other hand, disposed of its artist service some months ago and has never gone into the commercial transcription business as such. Through a subsidiary, Columbia Recording Corp., it manufactures phonograph records.

NBC within the last week was authorized by the FCC to transfer the three owned Blue stations from NBC to RCA, as a step toward divorcement and ultimate sale of the Blue Network. NBC is operating the three stations and the Blue as an agent for RCA, it is reported.

Since the shift, it has identified the Blue Network with this announcement: "This is the Blue Network operated by the National Broadcasting Co." Heretofore, the announcement was: "This is the Blue Network of the National Broadcasting Co."

Mr. Woods, cited in the NBC complaint, is slated to become president of the separate Blue Network operation, with Edgar Kobak as executive vice-president. This phase of the separation, however, was apparently regarded by the Government as a "from one pocket to the other" move.

These steps, however, have been preparatory to sale of the Blue to ownership outside RCA altogether, it was said.

Mr. Paley, CBS president and chief stockholder, and Mr. Trammell, bitterly denounced the suits as interference with vital war communications, and held the Department should have waited until adjudication of the injunction suits before the New York court.

"The confusion as to the purpose of this new Chicago suit," said Mr. Trammell, "is heightened by the fact that since the declaration of war other high authorities of the Government have expressed to us their wish that nothing be done to disturb the present network structures of NBC, as the full facilities of these networks are urgently needed to serve the Government and the public during the present war.

"I can imagine nothing more certain to destroy this vital national asset than to follow the plan of receivership and liquidation now demanded by the Department of Justice."

Mr. Paley said the proceeding was "evidently an outgrowth of the persistent attempt by the FCC to tear apart the present system of network broadcasting in favor of its own impractical theories". He added it was "unfortunate that the networks should thus be harassed in wartime when their whole energies should be bent to furthering the national effort".

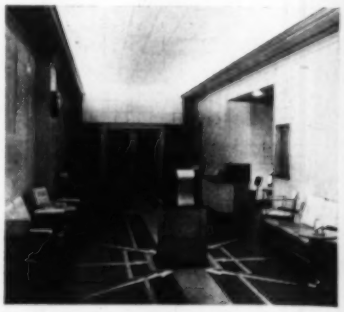
That Fish Again

REMINISCENT of a stormy visit to the NAB convention in St. Louis last May, the newest addition to the office decorations of FCC Chairman James Lawrence Fly is a blue-and-white cardboard sign reading: "Committee to Defend the Mackerel by Aiding the Moonlight". The work of art was first exhibited at a Dec. 21 party given by Louis G. Caldwell, Washington radio attorney, for Judge E. O. Sykes, new president of the FCC Bar Assn. Chairman Fly was unable to attend the function, but the sign was formally delivered to him the next day by a brother commissioner.

ENTIRE Jan. 7 broadcast of *Big Town*, sponsored by Lever Bros., will be devoted to promotion of Defense Savings bonds and stamps. Title of the special production is *What You're Getting for Your Money*.

KROS Formal Opening Jan. 3; Announces Staff

KROS, Clinton, Ia., operating on 1340 kc. with 250 watts power, held its formal opening Jan. 3 and 4. Owned by the Clinton Broadcasting Corp., the station officers are Peter Matzen, president, William T. Oakes, vice-president, and Marvin J. Jacobsen, secretary and treasurer. Morgan Sexton, formerly of WOC, Davenport, and WHBF, Rock Island, is general manager.



The new KROS lobby

The rest of the staff consists of Jack Hubbard, program manager, formerly of KFBB, Great Falls, Mont. Gilbert Andrew is chief engineer, with Dale King as assistant. Other engineers are Bob Johnson, formerly of WKBB, Dubuque, and John Hausler of KWNO, Winona, Minn. Announcers are Bob Irwin, of KFNF, North Platte, Neb., Blake Lanum, Garrett Jensen and Bob Fulton. Continuity writers are Darlene Gordon and Mrs. Mildred Leahy while Lucille DeLeers is bookkeeper and traffic manager. Doris Grey is cashier. The sales staff consists of Vern Carstensen, Walter Teich, Bob Wickstrom, and Herb Heuer. Ethel Henry Murphy is news editor.

The station operates full time from 6 a. m. to midnight daily and from 8 a.m. to midnight Sundays. It is a member of BMI, ASCAP and SESAC and subscribes to the UP.

Gleason Joins CBS

RALPH J. GLEASON, formerly of the news staff of *Printers' Ink*, has been appointed CBS trade news editor, succeeding Robert S. Gerdy, who has joined OCI [BROADCASTING, Dec. 22].

No. 1 of a Series

A Salute From Nova Scotia!

FROM the Province that was originally Britain's FIRST overseas possession, and is now a partner in Canada's war effort, comes this salute.

In ungrudging admiration and gratitude for Britain's magnificent stand for democracy, we have fully pledged our resources and our manhood. As soldier-visitors during the last war and this, we have learned to love her and her institutions.

We, in Nova Scotia, love our beautiful province. And we should like to share our opportunities. To you, our cousins in the United States of America, we also raise our flag to salute your magnificent support of the Mother Country.

RADIO BROADCASTING STATION

CHNS

HALIFAX, NOVA SCOTIA, CANADA

U.S.A. Rep. - Jos. Weed & Co. - New York

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

Purely PROGRAMS

ROUNTABLE conference at which the actual lead stories and editorials to be used throughout the week in newspapers of the Moreau Publications chain of Northern New Jersey, is presented on a new series of 25-minute programs which started Jan. 4 on WPAT, Paterson, N. J. Titled *The Fourth Estate*, program features managing editors of the five newspapers in an unrehearsed meeting.

* * *

Colorado Reports

IN THE INTEREST of National Defense, KLZ, Denver, has started a new series, *The State Reports*. Series, opened by Gov. Ralph L. Carr, is under auspices of the Committee on Public Relations of State Departments and is designed to give citizens of Colorado an up-to-the-minute picture of what the various departments of State government are doing in relation to the national defense program.

* * *

News Analyses

NEW SERIES of roundtable discussions, *Views on the News*, is heard Sundays at 2 p.m. on WLW, Cincinnati. Featuring WLW's staff of international news analysts, the half-hour program includes commentaries by Peter Grant, leading the discussions; Gregor Ziemer, Carroll D. Alcott, William H. Hessler, H. R. Gross. Guest news authorities are scheduled to appear.

* * *

Quotes From Quills

QUOTING editorials from 50 leading Georgia newspapers, WSB, Atlanta, now presents weekly *Quotes From Georgia Quills*. The station points out that listeners now can get a clear, concise summary of the state's editorial opinion at one sitting. Program consists of short summaries of leading editorials on current topics.

* * *

Psychic Tale

DRAMATIZATIONS of tales dealing with the unseen world, involving psychic phenomena, started last week on WHN, New York. Under the direction of E. W. Waldron, series is titled *Immortal Horizons*, with a new play presented each week by the Sapphire Players headed by Janet Bayly.

* * *

Patrolman's Activity

ACTIVITIES of patrolmen stationed at Dayton, as well as timely warnings on highway conditions and how to avoid accidents, are highlighted on a special program on WHIO, Dayton, on Friday, 3:45-4 p.m. Corporal Urton of the Ohio State Highway Patrol gives the commentary.

Poetry Series

MODERN POETRY, chiefly that by contemporary Americans, will be stressed on *Out of the Ivory Tower*, a new weekly series to start Jan. 8 on WQXR, New York. Each program will be opened by an interview with the poet whose works are featured. Following the interview, the poet will read selected poems of his own, choosing those which are suitable for the ear rather than the eye, chiefly dramatic and lyrics. Eve Merriam, poet and writer, conducts the series.

* * *

Defense Help

NEW SERIES of defense programs, *Help Wanted*, was started on a three-a-week schedule as a public service feature by WFIL, Philadelphia. Written by Don Martin, of the WFIL staff, the program includes requests for men and women to fill jobs in all categories of the war effort. Industrial employment and volunteer civilian defense jobs will also be filed in addition to the recruiting announcements of the armed services.

* * *

More Good-Will

TO PROMOTE further neighborly relations in the Americas, NBC's international division on Jan. 4 will start a series of programs to give Latin American artists visiting this country an opportunity to broadcast their talents on WRCA and WNBI. On Dec. 30, the division started a Spanish Amateur Hour on the shortwave station WRCA, featuring members of the audience acting, singing and working out charades.

* * *

Citizenship Problems

ADVICE on citizenship problems confronting New York's foreign-born population is given on *Are You a Citizen*, on WWRL in cooperation with the Department of Justice. Listeners having citizenship problems are invited to write the station for advice and answers are presented by the Justice Department which clears all scripts and questions before airing.

* * *

What People Do

DEVOTED to the human background of the news, particularly "stories of the little people here and abroad, and what they do and feel as they take part in making history", is a unique type of news commentary which started recently on WQXR, New York. Program is conducted by Roy de Groot, young British commentator on the *March of Time* staff.

UP's 10 Biggest

TEN biggest news stories of 1941, selected annually through a poll of editorial directors of United Press, will be available for the first time to radio via quarter-hour transcriptions supplied without cost to UP subscribers, now numbering more than 370 stations. The series is one of a group made up by UP to give radio audiences a look inside the methods involved in gathering and distributing news.

A second program, also available to UP subscribers, tells the story of what wartime disruption of communications means to a news-gathering organization, and the part currently being played by UP's radio listening post.

Joint Denver Program

ALL STATIONS in Denver participated in an hour-long program Dec. 20 titled *Hi, Soldier*. Stations which donated talent for the program were KFEL, KLZ, KOA, KVOD, and KMYR. Purpose was to greet soldiers gathered at the City Auditorium and to induce the public to invite men in service to Christmas dinner. Each station broadcast from its own studios.

WINN Staff Changes

G. F. BAUER, local sales manager of WINN, Louisville, has been placed in charge of all local and national sales by D. E. (Plug) Kendrick, WINN president. Clair J. Stone, of WHBL, Sheboygan, Wis., has been named production manager.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency • National Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.

5000 Watts • 1250 K. C.

MUTUAL BROADCASTING SYSTEM

IN PHILADELPHIA

WFIL wins friends influence listeners

SELL THROUGH WFIL

Standards Bureau Adds New Carrier Frequency

WITH temporary equipment still in use while a new transmitter is being built, the standard frequency service of WWV, Washington, adjunct of the National Bureau of Standards, has been extended to include a new carrier frequency of 15 mc. Broadcast is continuous on 1 kw. and carries the standard musical pitch and other features with frequencies ranging from 5 to 15 mc.

Announcement periods of WWV are synchronized with the basic time service of the U. S. Naval Observatory, it was stated in a release from NBS which gave the carrier frequencies for winter and summer day and night service.

Service from the temporary transmitters will continue for some months and will be continuous except for such breakdowns as may possibly occur because of the use of temporary equipment. As rapidly as possible, the bureau stated, it is establishing a new station to provide more fully than in the past standard frequencies reliably receivable at all times throughout the country and adjacent areas.

Concord, N. C., Grant

WAYNE M. NELSON, onetime chief owner and general manager of WMFR, High Point, N. C., which he sold last year to its present owners [BROADCASTING, May 1, 1940], has been authorized by the FCC to construct a new 1,000-watt daytime station in Concord, N. C., on 1410 kc. Grant is the sixth of the year to North Carolina—five of which have the status of regional stations. The previously-authorized new regionals are WAYS, Charlotte; WBBB, Burlington; WGBG, Greensboro; and the recently-granted station in Washington. The sixth new Carolina station, WHIT, New Bern, is a local. Concord, with a population of approximately 12,000 is 19 miles northeast of Charlotte.

FM SET FOR AUTO
REL Develops Special Outfit For Walter Damm

BELIEVED to be the first of its kind, Radio Engineering Laboratories has built a pleasure-car FM receiver installed in the car of Walter J. Damm, general manager of radio for the *Milwaukee Journal*, operating WTMJ and W55M, FM adjunct.

Similar to the conventional car radio outwardly, the FM set consists of the receiver proper, speaker, antenna and control unit. The antenna is a full quarter-wave of the telescopic type, fed to the set by a coaxial cable. The receiver is fixed to the W55M frequency by crystal control, and the control unit contains a signal strength indicator calibrated in microvolts per meter and a sensitivity control.

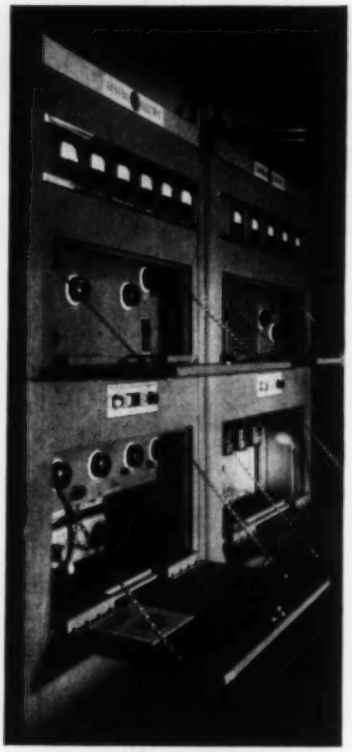
The main unit of the receiver is installed in the luggage compartment of the car, with the speaker behind the rear seat. The control unit is within easy reach of the driver. Custom-built for Mr. Damm, REL later may put the set into general production, it was indicated.

Video Package Show

FIRST television package show to be produced by Telecast Productions, New York, was purchased by NBC and presented recently for WNBT, the network's video station in New York. Titled *Manhattan Safari*, the program featured Harry Hershfield, Rube Goldberg, Russell Patterson and Otto Soglow, and four girls, described by Myron Zobel, TP president, as the "most telegenic girls in New York."

Will Add Stations

WHEN *America's Town Meeting of the Air* shifted back to its former time on NBC-Blue of 9-10 p.m. Jan. 1, a total of 19 Blue stations were added to the present network of 110 stations. New stations to carry the Thursday night forum program will be WCOL WSAI WING WIZE WKBO WGKV WBLK WRDO WLBZ WHIS WLEU KANS WDAY KFYR WSFA KRIS KRGV WJAC and WFBG.



SOUND-PROOF room houses this GE 3,000-watt transmitter in the studios of W47NY, atop the third highest building in the world, the Cities Service Bldg., 70 Pine St., New York. W47NY, owned by the Muzak Corp., is New York's newest FM station and represents a test of the FCC service-for-fee idea, which is an adaptation of the basic Muzak operation of supplying continuous musical programs uninterrupted by speech to restaurants, hotels, etc., by wire on a fee basis.

New Cathode Tube

A NEW cathode-ray oscillograph, designed for lecture-room demonstrations and for more critical laboratory studies, has been announced by Allen B. Du Mont Labs. Known as Type 233, this instrument utilizes the Du Mont 20-inch diameter intensifier-type cathode-ray tube with medium-presistence green screen, amplifiers for signal deflection along both X and Y-axes and for Z-axis or intensity-modulation signals, a linear-time-base generator and associated power and control circuits.

Jacksonville, York Given New Outlets
Florida Regional Fulltime; Day Pennsylvania Station

A NEW FULLTIME regional outlet in Jacksonville, Fla., and a 1,000-watt daytime station in York, Pa., were authorized by the FCC last Tuesday in a continuation of its policy of granting facilities where service is regarded as necessary.

The new Jacksonville station, to operate on 1270 kc. with 5,000 watts fulltime and a directional at night, is licensed to the Jacksonville Broadcasting Corp.

Holders of Stock

Stockholders are James R. Stockton, president of Telfair Stockton & Co., real estate and mortgage company, president, with 28%; Ernest D. Black, of Macon, part owner of Central Cotton Oil Co., first vice-president, with 27%; E. G. McKenzie, of Macon, also part owner of Central Cotton Oil Co., second vice-president, with 28%, and Robert R. Feagin, of Macon, manager of WBML, that city, secretary and treasurer.

The York station will operate on 900 kc. with 1,000 watts daytime only. It is licensed to the Susquehanna Broadcasting Co., of which Louis J. Appell, president and treasurer of the Pafltzgraff Pottery Co., of York, is 100% owner. Mr. Appell also is identified with the York Poster Advertising Co. and is vice-president and director of the York National Bank & Trust Co. His wife, Helen B. Appell, is listed as vice-president, and Philip H. Kable as secretary.

FCC Suspends Operator Order

IN CONSIDERATION of the necessity for creating an additional supply of experienced radio operators during the national emergency, the FCC Dec. 16, adopted Order 83-A which suspends for a further period of six months, beginning Jan. 9, 1942, the provisions of Section 13.61(c)(3) and (d)(2) of the rules governing commercial radio operators which required that such operators possess six months' previous ship service to be eligible for employment as a single radio operator on a cargo ship.

EARLE FERRIS Co., New York, has been incorporated and chartered to conduct a general publicity agency outside of the radio field, already covered by Mr. Ferris with his Radio Feature Service Inc.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

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Text of NBC-CBS Complaints

(*Continued from Page 18*)

states of the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that each station is an instrumentality through which energy, ideas and entertainment are transmitted across state or national boundaries to radio listeners in the United States, the District of Columbia, and foreign countries;

Disc Production

b. Electrical Transcriptions.

20. That more than 50% of the electrical transcriptions produced in the United States for the exclusive use of radio broadcasting is produced or manufactured in the States of New York and California and shipped to radio broadcasting stations located throughout the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that a substantial portion of the time devoted to radio broadcasting by the radio broadcasting stations is consumed by the broadcasting of intelligence, entertainment and information recorded upon electrical transcriptions;

c. Talent.

21. That a substantial portion of radio stations' time on the air, including that of networks, is devoted to the broadcasting of performances by artistic talent, including musicians, virtuosi, speakers, comedians, announcers, news commentators and actors; that the radio broadcasting of talent by radio broadcasting stations and network systems is effected through performances at the studios of particular broadcasting stations or at places in close proximity thereto and transmitted across state or national boundaries through the medium of radio signals and telephone wires for rebroadcasting purposes;

22. That the creation of a public demand for the services of any individual possessing any form of talent requires some medium of public expression; that radio broadcasting is one of the principal mediums through which talent is brought to the attention of the public and a demand for such talent created thereby;

Restraints Alleged

The Combination and Conspiracy.

23. That the defendants named herein together with affiliated broadcasting stations, each well knowing the matters and things hereinbefore alleged, for many years preceding the filing of this complaint and continuing to the date of the filing hereof, have been engaged in the United States, and within the Northern District of Illinois, Eastern Division, in a wrongful and unlawful combination and conspiracy in restraint of the aforesaid interstate commerce and in a wrongful and unlawful combination and conspiracy to attempt to monopolize the aforesaid interstate commerce in radio broadcasting, electrical transcriptions and talent, in violation of Sections 1 and 2 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" (15 U.S.C.A. 1 and 2), and have conspired to do all acts and things and to use all means necessary and appropriate to make said restraints and attempts to monopolize effective, including the means, acts and things hereinafter more particularly alleged;

24. That one of the purposes of the conspiracy was to procure, monopolize and keep within the control of the defendants herein, to the greatest extent possible and to the exclusion of other persons and corporations, the business of conducting national radio network operations and to suppress competition in all phases of such operations, including competition in securing national radio advertisers; that as a part of said combination and conspiracy the defendants have arranged and agreed among themselves to do and have done the following things:

(a) To require radio stations affiliated with NBC to execute affiliation contracts containing clauses which by their terms have forbidden said broadcasting stations from accepting any programs from any other national network (a copy of such contract clause is attached hereto as "Exhibit B" and made a part hereof);

(b) To refuse to furnish NBC network programs to radio stations not regularly affiliated with NBC, even though the regularly affiliated station covering substantially the same area is not broadcasting such programs, thereby preventing many radio listeners from hearing and enjoying NBC network programs that would otherwise be available;

Option Clauses

(c) To require radio stations affiliated with NBC to execute affiliation contracts containing so-called option time clauses. These clauses usually provide that upon 28 days' notice the network may exercise the option to use part of specified hours of the affiliated stations' time on the air as the network may desire. The specified hours optioned by NBC usually include substantially all of the more desirable broadcasting time of the affiliated stations. A typical option time clause is attached hereto marked "Exhibit C", and made a part hereof;

(d) To suppress competition among radio networks in the sale to advertisers of time on the air by optioning all of the more desirable time of affiliated stations, which options may be exercised upon 28 days' notice. The value of a program to a radio advertiser depends largely on its continuation for such period of time as to familiarize the listening public with the program, the local station over which it is broadcast, and the time of the broadcast.

The necessary effect, therefore, of such option time contracts has been to prevent any other network from competing with NBC in the furnishing of network programs, or in arranging network broadcasts on behalf of network advertisers to such stations during the stations' more desirable time on the air optioned to NBC, even though substantial portions of the affiliated stations' time optioned to NBC has not been purchased by NBC for the broadcasting of commercial programs;

(e) To suppress competition between NBC and its affiliated radio stations in securing commercial radio advertisers through NBC's practice of optioning a substantial part of its affiliated stations' more desirable time on the air, thereby vesting in NBC rather than in the affiliated stations the power to make satisfactory commitments with radio advertisers as to the desired portion of the affiliated stations' time;

(f) To prevent affiliated stations from entering into any commitments with local radio sponsors or advertisers for the more desirable hours for periods longer than 28 days, even though NBC does not exercise its option to use such time;

(g) To suppress competition between NBC and electrical transciption manufacturers in securing commercial radio advertisers for stations affiliated with NBC through exercise by NBC of its option on the affiliated stations' time on the air in such manner as to prevent electrical transcription manufacturers or advertisers desiring to use electrical transcriptions for broadcasting purposes from securing satisfactory commitments as to desired radio time and as to geographic distribution directly with the radio stations affiliated with NBC;

(h) To suppress competition with other network systems in securing net-

EVERYBODY'S HAPPY as Michigan Consolidated Gas Co. signs a new sponsorship contract for six evening quarter-hours of news by Lee Smits, commentator of WXYZ, Detroit. Watching the proceedings, and participating, are: (l to r) N. E. Loomis, of Michigan Consolidated Gas Co.; Henry Montgomery, also of the company; Harold G. Trump, account executive of Fred M. Randall Co., handling the account; Lee Smits; Tom O'Leary, WXYZ sales representative.

Associated Press News
Every Hour On The Hour

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

In CANADA — It's the 'All-Canada' Stations

Local listener preference *plus* intelligent merchandising and programme cooperation — two reasons why spot programmes on the 'All-Canada' stations in Western Canada will pull harder for you, dollar for dollar, in your radio advertising.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton	CJCA	Manitoba	
Victoria	CJVI	Grande Prairie	CFGP	Winnipeg	CJRC
Trail	CJAT	Lethbridge	CJOC		
Kelowna	CKOV	Saskatchewan			
Vancouver	CKWX				
Kamloops	CFJC				
Alberta		Moose Jaw	CHAB		
Calgary	CFAC	Prince Albert	CKBI		
		Regina	CKCK		

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

work station outlets by requiring affiliated stations to execute long term contracts. The FCC issues licenses for station operation for periods not longer than two years. The affiliation contracts between NBC and its affiliated stations are for periods of five years or more. The stations affiliated with NBC have been forced to sign these long term contracts because of the dominant position in the broadcasting industry enjoyed by NBC, and because CBS, its chief competitor, forces its affiliated stations to sign similar long term contracts.

(i) To suppress the development of existing and potential radio network systems by entering into the aforesaid "tying" affiliation contracts with stations located in substantially all of the more lucrative marketing areas where the number of radio broadcasting stations available for network systems is limited, well knowing that their major competitor, CBS, is pursuing a similar policy;

(j) To acquire complete ownership and control of radio stations located in certain cities and towns in which the number of broadcasting stations having comparable radio facilities is insufficient to permit other national network operations to use exclusively the facilities of one of such stations;

Price Fixing

(k) To fix the price to be charged radio advertisers and advertising agencies for the sale of their affiliated stations' time on the air;

(l) To make station outlets unavailable to other networks and to suppress the development of additional national network systems by operating two of the four existing national network systems, thereby monopolizing many of the limited number of radio stations available for network systems;

(m) To operate two of the four existing national network systems in a noncompetitive manner under the joint ownership, control and management of defendants;

(n) To refuse to designate in the contracts of affiliation with radio stations whether said stations will be affiliated with the "Red" or the "Blue" networks of NBC; to discriminate against the operations of the "Blue" and the stations receiving programs therefrom by routing to the greatest extent possible all commercial programs over the facilities of the NBC "Red", thereby making the operations of the "Red" and an affiliation therewith far more lucrative than the operations of the "Blue" and an affiliation therewith, and vesting in the defendants the power to shift a station from the far more remunerative "Red to the far less remunerative "Blue" or vice versa at any time, regardless of the station's wishes;

(o) To use the power to shift an affiliated station from the far more remunerative "Red' to the less remunerative "Blue" as a threat against affiliated stations not operating according to the wishes of the defendants;

TEXT OF PALEY STATEMENT

WILLIAM S. PALEY, CBS president, made the following statement relative to action instituted in Chicago against the network under the anti-trust laws:

The Chicago proceeding, which is a civil action under the anti-trust laws, is evidently an outgrowth of the persistent attempt by the FCC to tear apart the present system of network broadcasting in favor of its own impractical theories.

The Commission has issued a series of new regulations which it describes as the promotion of competition and which we describe as the promotion of chaos. We argue that this chaos will be at our expense and more importantly, at the expense of the listening public and that freedom of the air will be destroyed if the Commission is able to seize powers which will make all broadcasters completely subservient to it.

Monopoly Denied

CBS has challenged the Commission's right to make such regulations, and the regulations themselves, before a statutory Federal court in New York and this case is to be argued on Jan. 12. And now, in the Chicago action, the Department of Justice apparently has adopted the Commission's philosophy in toto.

We regard it as unfortunate that the networks should thus be harassed in wartime when their whole energies should be bent to furthering the national effort. However, we believe that in any court we can show that we are not monopolists.

We believe, further, that we can prove that the present arrangements betwen us and our affiliated stations are lawful and are essential to the kind of practical network operation which enables CBS to function as a responsible organization with a long-range interest in building both audience and public goodwill.

We believe we can show that the Commission's theoretical system, on the contrary, will make good network broadcasting impractical, and will compel the introduction of wholly commercial and opportunistic program standards. The inevitable result will be that programs themselves must deteriorate and the non-profit sustaining programs particularly will be imperiled.

(p) To suppress competition between defendants and the other two national networks in the sale of time to radio advertisers and advertising agencies through the operation of two network systems by so manipulating the two networks as: To allow discounts to advertisers based upon the amount of business such advertisers do over both networks of NBC, thereby giving the "Blue", for example, a marked advantage over the other networks in securing the business of a national advertiser who is already sponsoring a program over the facilities of the "Red"; to allow NBC to arrange certain of its most attractive facilities into one combination in the event an advertiser cannot otherwise be satisfied; and to allow NBC an advantage over other networks in terms of programming since NBC has aproximately twice as many hours at its disposal as either of the other two networks;

Tying Up Stations

(q) To utilize the "Blue" to forestall competition between the "Red" and other networks in securing network outlets by tying up two of the best radio stations in lucrative markets through the ownership of stations, or through long term contracts containing exclusive and optioned time provisions;

(r) To refuse to allow electrical transcription manufacturers to connect with radio studios for recording purposes other than the studios of the station originating the network program even though the advertiser in whose behalf the program is being broadcast desires and has contracted for the services of the electrical transcription manufacturers;

Management Contracts

(s) To enter into management contracts, either directly or through affiliated companies, with many artists, including a substantial number of the best known and most popular broadcasting artists in the United States. Such contracts usually provide that the managing company shall have the exclusive right to determine the use to be made of the services of such artists, and that the managing company shall receive a specified percentage of the revenue paid for the artists' services from any and all sources, including services not related to radio broadcasting. The artists have submitted to the terms of such management contracts and have refused to contract with so-called independent concert or artist management agencies because of defendants' power to popularize talent through performances over radio networks to a degree not enjoyed by any other management services;

Use of Talent

(t) To utilize the power of popularization of talent through performance over radio to the detriment of talent not under their control and of other talent management services, through performance of their exclusively managed and controlled talent over the two networks operated by defendants to the greatest extent possible, and by insisting that the advertisers and advertising agencies using time on defendants' networks likewise use the services of talent under contract to defendants;

(u) To engage in the manufacture and sale of electrical transcriptions to affiliated stations over which they have acquired power to control in competition with others who are similarly engaged in the manufacture and sale of electrical transcriptions to said stations.

Effect of Conspiracy.

25. That the defendants have adopted the means and engaged in the activities aforesaid, with the intent, purpose, and effect of unreasonably and unlawfully suppressing competition in the conduct and development of national radio network systems, and have otherwise unreasonably restrained and attempted to monopolize interstate commerce in radio broadcasting, electrical transcriptions and talent; that their activities aforesaid have prevented unknown thousands of radio listeners from hearing and enjoying radio network programs that otherwise would have been available and have affected the quality of radio network programs which could be expected to flow from a competitive radio broadcasting industry;

26. That there are unknown thousands of individuals in the United States possessing talent of unique nature many of whom would no doubt rise to national prominence if given an equal opportunity for popularization over the radio; that the number and importance of talent management services existing in the United States are gradually diminishing because of the competitive advantages in the talent management field enjoyed by defendants through the joint operation of talent management services and radio network systems;

Restraint Cited

27. That the radio stations affiliated with defendants in the operation of national networks have substantial investments of money, credits and property in their businesses and said investments and businesses would be greatly reduced in value or destroyed if defendants, because of their dominant position in the industry, refused to allow such stations to continue a network affiliation;

28. That the ownership by defendants of an electrical transcription company constitutes in itself an unreasonable restraint of trade insofar as their affiliates are concerned because defendants control a substantial portion of the limited radio facilities of the nation, and effectively control substantially all the operations of their affiliated stations.

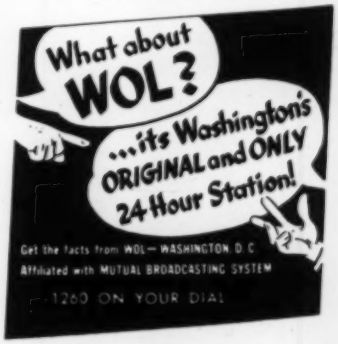
Power of Defendants

29. That the power of defendants, the competitive advantages enjoyed by them, the unreasonable restraints of interstate commerce inherent in the ownership and operation of two national network systems and of radio stations located in cities and towns in which there are less than four radio stations with comparable facilities, the ownership of an electrical transcription company, and the ownership of a talent management service, are such that they are subject to abuses which can be corrected only by a severance of these ownerships and controls.

Prayer.

Wherefore, the complainant prays:

1. That summons issue to each of


What about WOL?
...its Washington's ORIGINAL and ONLY 24-Hour Station!
Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

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the defendants, commanding said defendants to appear herein and to answer the allegations contained in this complaint and to abide by and perform such orders and decrees as the court may make in the premises;

2. That upon final hearing of this cause, the court order, adjudge and decree that the conspiracy and wrongs herein described exist and constitute an unreasonable restraint of trade and commerce among the various states and the District of Columbia;

3. That the defendants be required to elect which of the two national networks, the "Red" or the "Blue", they desire to continue to operate, and that a receiver be appointed to receive forthwith any stock and share capital owned by RCA, NBC, any subsidiary company or any officers thereof, which represents the ownership of the network which defendants elect not to operate, including any stock of defendants representing the ownership of radio stations located in cities and towns in which there are less than four radio stations with comparable facilities, including electrical transcription and talent management operations, and that defendants be thereupon ordered forthwith to transfer the aforesaid stock and share capital to the aforesaid receiver; that the aforesaid receiver upon receiving the aforesaid stock and share capital offer such operations for sale and sell the same, holding the proceeds subject to the order of the court;

That in the event there is no stock and share capital of a severable nature representing ownership of the above named operations, the court require defendants to sever their ownership, operation and control of the above named properties in such manner and form as the court shall deem just and proper;

4. That the defendants and each and all of their respective officers, managers, agents, employees, and all persons acting or claiming to act on behalf of defendants be enjoined and restrained from entering into any contract, agreement, conspiracy, or otherwise to do the following acts ond things:

Effect on Affiliates

(a) To exercise any right or power to prevent affiliated radio stations from accepting any program from any other network during such stations' time on the air which is not being used by defendants;

(b) To refuse to furnish NBC network programs to radio stations covering substantially the same area as the regularly affiliated stations in a nondiscriminatory manner, when the regularly affiliated station does not broadcast such programs;

(c) To prevent or hinder the affiliated stations from scheduling programs before the defendants finally agree to use the time during which such programs are scheduled, or from requiring the station to clear time already scheduled for use, either through the medium of live talent or electrical transcriptions, when the defendants seek to use the time;

(d) To enter into or assert any contract of affiliation with any radio stotion for a period longer than two years;

(e) To prevent or hinder their affiliated stations from fixing the price at which said stations shall respectively sell or offer for sale time on the air, free from any influence or pressure exerted by defendants;

(f) To refuse to allow electrical transcription manufacturers reasonable access to radio studios, including the studios of the stations not originating the network program, for recording purposes when desired by the advertiser in whose behalf the program is being broadcast;

5. That the complainant recover the costs and disbursements of this suit;

6. That the complainant shall have such other and further relief as the court shall deem just and proper.

NOTE: Appended to the complaint as exhibits were the affidavit of Victor O. Waters, special assistant to the Attorney General, who drafted the complaints; an exhibit showing a summary of metropolitan districts in the United States having a population in excess of 50,000 with three or less fulltime commercial stations and showing the population and total number of fulltime outlets in each; an exhibit covering the typical exclusive clause in NBC contracts, and finally an exhibit showing a typical option time provision in NBC contracts. Similar exhibits were appended to the CBS complaint.

TEXT OF TRAMMELL STATEMENT

COMMENTING on the suit filed Dec. 31 in the Federal court in Chicago by the Department of Justice against NBC, Niles Trammell, president, said:

As yet I have seen no copy of the bill of complaint in the civil suit filed today by the Department of Justice in Chicago. My information is based solely upon reports of the suit furnished by the press.

Substantially these same matters are already in suit in a case brought by the NBC against the FCC in the Federal court in New York which is already set for hearing during the next two weeks.

Federal Confusion

Why another suit was brought in Chicago on the same matters prior to the determination in New York of the powers of the FCC, we are at a loss to understand.

The suit in Chicago, I am told, asks "liquidation" of one of the two networks operated by NBC. It is inexplicable to me why one branch of the Government should seek to compel liquidation of one of our networks when another branch of the Government only recently suspended indefinitely its prior rule in that regard.

Contrast the Justice Department's action in Chicago with the last public statement on this subject wherein the FCC said, "Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale."

The FCC also said:

"The Commission is desirous of seeing that the network which is disposed of by NBC is transferred to a responsible new owner as a going organization with its personnel, talent, programs and stations intact as far as possible. NBC's existing affiliation contracts and those that it may negotiate in the future will be an important factor in the continued profitable and efficient operation of its networks. Therefore, pending the disposition of one of the NBC networks as a unit, the Commission has deemed it wise to suspend this regulation."

The confusion as to the purpose of this new Chicago suit is heightened by the fact that since the declaration of war other high authorities of the Government have expressed to us their wish that nothing be done to disturb the present network structures of NBC as the full facilities of these networks are urgently needed to serve the Government and the public during the present war.

Keenest Competition

I can imagine nothing more certain to destroy this vital national asset than to follow the plan of receivership and liquidation now demanded by the Department of Justice.

The American public knows only too well that no monopoly exists in radio broadcasting. On the contrary, there is the keenest competition for stations, for artists, for programs, for advertising clients and for the listeners' attention. This is the American system of free radio which is now threatened.

The NBC stands ready as always to cooperate with the Government and to serve the public interest. Consistent with that attitude NBC voluntarily had adjusted all of the other matters referred to in the Chicago suit, to meet the views of the Government. It did so in order to avoid unnecessary disputes during these times of emergency when all our efforts should be devoted to the maintenance and improvement of our nationwide broadcasting services which play such an important part in promoting the war effort.

To experiment now with this valuable medium of mass communication will jeopardize a great and necessary national asset.

Wartime is no time to impair or destroy the cohesiveness and public usefulness of national networks.

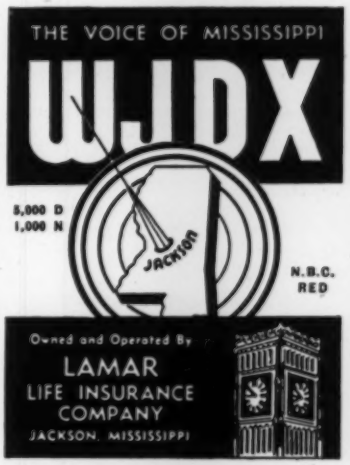
Carl George Appointed To New Post at WGAR

CARL GEORGE, program director of WGAR, Cleveland, for two years, has been appointed to the newly-created post of director of operations, it was announced today by John F. Patt, WGAR general manager. The position was created to relieve George of detail program talks and to assist Mr. Patt and Gene Carr, assistant manager, in administrative duties.

Mr. George

Mr. George will coordinate the activities of the various departments in shaping WGAR program policies. He joined WGAR in 1934, having previously been connected with WALR (now WHIZ), Zanesville, and is a member of the Ohio State Bar Assn. and the FCC Bar Assn.

Succeeding to the program directorship is David Baylor, former production manager, who has been associated with WGAR since 1935, having formerly worked at WCAE, Pittsburgh. Wayne Mack, chief announcer, becomes production manager.



Radio Hits Boom in Early War Days

But Air of Uncertainty Is Apparent Among Buyers of Time

(*Continued from page 9*)

Los Angeles

OPTIMISTICALLY, Pacific Coast advertisers are remaining alert and flexible for any emergency. Fear of widespread yanking of advertising schedules and cancelling of radio time at outbreak of the war was alleviated as business failed to take any drastic move until the first smoke of battle has cleared and a more distinct picture is discernible. There is a natural tightening period in progress at present, but it is not expected that the conflict will throw business plans entirely askew. A good example of this is found in the general delay of getting large local, regional and national spot as well as network advertising campaigns under way.

Plans for Year

It was pointed out that January and February are always lag months, with many advertisers planning their budgets and scheduling radio campaigns for the coming year. For the next 30 to 60 days at least, it will be a matter of watchful waiting, opine Pacific Coast broadcasters, station representatives and agency timebuyers.

Although many major regional campaigns are in the making, West Coast seers, recognizing the many business hazards, refuse to make even off-the-record predictions as to how much radio business will be placed during the first quarter. American sentiment, they say, will move up and down with the fortunes of war. All industrial activity will be concentrated toward producing necessary fighting equipment for the Army and Navy.

Demand for war goods, including food, clothing, and other essentials, will take up the temporary slack caused by the transition from a peacetime economy to a war footing. There are already restrictions placed on the manufacturing and production of many commodities utilized in peacetime, thereby affecting proposed advertising campaigns.

Although they are spending, advertisers seem to be hedging somewhat and waiting with bated breath for the latest war reports. A small percentage in cancellations of current West Coast regional radio campaigns is expected because of inability to meet demands for products due to priorities.

This may in part explain the general air of caution. There is, however, definite proof that many large campaigns are set and ready to be released at a given signal. Business actually on the books indicate that all branches of broadcast advertising will start the year well ahead of 1941.

Sunkist Active

California Fruit Growers Exchange, Los Angeles (Sunkist lemons), supplementing its thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*, on Jan. 5 starts a 13-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three-month lapse, the schedule will be resumed in July. Agency is Lord & Thomas, Los Angeles.

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), on Feb. 3 renews for 52 weeks and increases schedule of *Bob Garred Reporting* on 3 CBS California stations, from Tuesday, 5:45-5:55 p.m. (PST), to Tuesday, Thursday, 5:45-5:55 p.m. (PST). Buchanan & Co., Los Angeles, has the account.

Los Angeles Soap Co., Los Angeles (White King and Scotch soap), on Dec. 29 renewed for 52 weeks, *Knox Manning, News* on 17 CBS Pacific Coast and Mountain group stations, Monday through Friday, 12:15-12:30 p.m. (PST).

Firm will continue to use spot announcements, with 5, 10 and 15-minute newscasts as well as participations on other stations in selected western markets, although it has been forced to cancel out on stations east of the Rocky Mountains due to possible shortage of cocoanut oil and other ingredients. Agency is Raymond R. Morgan Co., Hollywood.

Bekins Van & Storage Co., Los Angeles, with warehouses and retail furniture stores in principal Pacific Coast cities, continues to sponsor Bill Henry, news analyst on 4 CBS California stations, Monday, Wednesday, Friday, 5:30-5:45 p.m. (PST), in addition to spot announcements on West Coast stations. Brooks Adv. Agency, that city, has the account.

Thrifty Drug Co., Los Angeles, operating some 70 stores in the Southern California area, through Hillman-Shane-Breyer, that city, will substantially increase its advertising schedule in 1942, using spot announcements as well as various types of newscasts.

Search for Time

In the spot field, station representatives report the greatest demand for announcements, with newscasts and participation programs as second and third choice. Timebuyers, making up schedules for proposed campaigns, declare they are having a tough time finding desirable availabilities. Neither have advertisers overlooked actual combat areas in mapping out their budgets, for Los Angeles Soap Co., Los Angeles (White King soap), on Dec. 29 renewed its contract calling for five spot announcements weekly on KGMB, Honolulu, and KHBC, Hilo. Lever Bros., Cambridge, Mass., in interests of Lux soap, is sponsoring a half-hour transcribed program, *Academy Award*, featuring Hollywood personalities in original dramas, on the former station.

The past year was the best in the entire business history of Los Angeles, broadcasters and agency timebuyers agree. Most of the record figures of the boom year of 1929 will be topped by substantial margins, they declared. While the Jap war and subsequent blackouts temporarily slowed up the tempo of business for a few days, industry and retail business jumped back into stride and is going at full tilt.

Buying in Los Angeles recovered sharply the week before Christmas to push retailers' sales averages from 10 to 25 percent above those of the week previous. Many stores reported sales as high as 25 percent in excess of that for the same week in 1940.

Oil and Gas

Although gasoline rationing for civilians seems likely to again become a moot question with Japanese submarines taking toll of American tankers, oil executives indicated no cuts in current radio advertising budgets. If that should come to pass, agency account executives ventured the opinion they would concentrate on public service programs.

Union Oil Co., Los Angeles, changed its plans to cancel the five-weekly quarter-hour program, *Nelson Pringle's News* on 3 CBS California stations, and on Jan. 5 expands the series to include KIRO KOIN KFPY, Monday through Friday, 7:45-8 p.m. (PST). In addition, the firm, through Lord & Thomas, Los Angeles, sponsors the weekly half-hour dramatic program, *Point Sublime*, on 11 NBC-Pacific Red stations, Wednesday, 8-8:30 p.m. (PST).

Richfield Oil Co., Los Angeles, in addition to its six weekly quarter-hour *Richfield Reporter* on 10 NBC-Pacific Red stations, Sunday through Friday, 10-10:15 p.m. (PST), on Jan. 6 is scheduled to resume *Confidentially Yours* on 25 MBS stations, Tuesday, Thursday, Saturday, 7:30-7:45 p.m. (EST). Agency is Hixson-O'Donnell Adv., Los Angeles and New York.

Standard Oil Co. of California, which shifted its account on Jan. 1 from McCann-Erickson to BBDO, currently sponsors the weekly *Standard Symphony Hour* on 32 Don Lee Pacific Coast stations, and in addition a half-hour weekly *Standard School Broadcast* on that same list of stations, Thursday, 8-9 p.m. and 11:30-12 noon (PST), respectively.

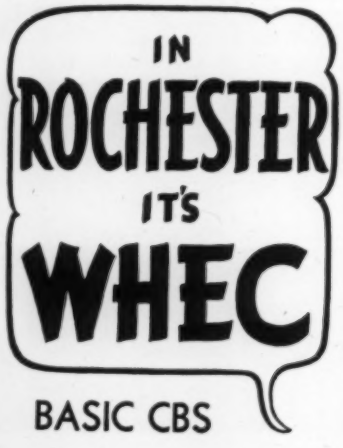
Signal Oil Co., Los Angeles, through Barton A. Stebbins Adv., that city, recently renewed for 52 weeks the half-hour *Signal Carnival* on 11 NBC-Pacific Red stations, Sunday, 9:30-10 p.m. (PST). General Petroleum Co., Los Angeles, (Mobilgas-Oil), through Smith & Drumm, that city, sponsors the weekly *I Was There* on 8 CBS West Coast stations, Sunday, 8:30-9 p.m. (PST).

Seaside Oil Co., Los Angeles, placing through McCarty Co., that city, sponsors the audience participating *Seaside Spelling Beeliner* on 6 CBS West Coast stations, Sunday, 5:30-5:55 p.m. (PST). Petrol Corp., Los Angeles (PDQ gas), placing through Chet Crank Inc., that city, sponsors the weekly half hour PDQ Quiz Court on KFI, Los Angeles.

Other Sponsors

Although Gulf Oil Corp., Pittsburgh, has no Southern California distribution, the firm thinks well enough of that area to sponsor a transcribed rebroadcast of its weekly CBS *Gulf Screen Guild Theatre* on KNX, Hollywood. Pennant Oil & Grease Co., Los Angeles,

SURVEY of the foreign news situation is made by Edward R. Murrow, CBS chief foreign correspondent (right), with Merle S. Jones, manager of KMOX, St. Louis (left), and Francis P. Douglas, KMOX, news director. Murrow was in St. Louis to receive the Kappa Sigma "Man of the Year" award.



sponsors a twice-weekly quarter-hour program, *Don't You Believe It*, on KECA, that city, with placement through Brisacher, Davis & Staff, Los Angeles.

Douglas Oil & Refining Co., Los Angeles, recently re-vamped its spot radio campaign on the West Coast and is sponsoring the five-weekly quarter-hour newscasts, *Let's Talk Over the News*, on KMPC, Beverly Hills, Cal., and the six-weekly 15-minute program, *Douglas News Broadcast*, on KRKD, Los Angeles. In addition, firm is using a heavy spot announcement schedule on KNX KFAC KHJ KXO KFXM KTKC KARM, as well as KEVE, Everett, Wash., and XEMO, Tia Juana. H. W. Kastor & Sons, Chicago, has the account.

Eagle Oil & Refining Co., Santa Fe Springs, Cal. (Golden Eagle gasoline), on Nov. 9 started for 13 weeks, *The World Today*, on 3 CBS California stations (KNX KARM KQW), Sunday, 11:30-12 noon. Agency is General Adv. Agency, Los Angeles.

A problem facing cosmetic concerns is obtaining corrugated boxes, tinfoil, tubes and jars for face creams. However, Richard Hudnut Inc (Marvelous cosmetics), sponsoring the weekly *Hollywood Showcase* on 7 CBS Pacific Coast stations, and Colonial Dames Corp., sponsor of the weekly five-minute program, *Find the Woman*, on 8 West Coast stations of that network, have not yet felt the pinch of priorities to the extent of being obliged to discontinue those shows.

Logically expected, however, by industry executives is a certain amount of cancellations of radio advertising plans due to priorities. Because tin is now on the list of defense demands, Marney Food Co., Huntington Park, Cal. (Marco dog food), is also curtailing its radio advertising, and cancelled the thrice-weekly quarter-hour program, *Dave Lane*, on KNX, Hollywood, as well as participations in other Southern California programs.

Expect Busy Year

Barring priorities, Los Angeles and Hollywood agency executives are confident that advertising budget recommendations made to clients for 1942 will be accepted and carried out. They said recommendations in several instances called for increased use of radio time, both spot and regional network, with campaigns to start in late winter or early spring.

Several short-duration radio campaigns are slated for mid-January. Others are to start in early February and March. With radio blackouts a problem, the flexibility offered by spot radio, it was said, will continue to attract many advertisers on the West Coast. Where new clients are concerned, advertising budgets also recommend use of radio time.

West Coast station managers, and those of Southern California in particular, express confidence in the future, with several stating their outlets already have commitments for sponsored shows that will take them through the first quarter of 1941. A great many of these are renewals. Other advertisers are new to radio, with spot announcements, transcribed dramatic shows, and musical features to be used.

Most optimistic are Hollywood network executives who are unanimous in declaring that "never have we entered a year with such a volume of definite orders". No priority casualties are admitted. To the contrary, they declare that there will be a greater number of commercial shows emanating from the West Coast than ever before. They reiterate that sponsors are adding stations to current lists and new advertisers are seeking network time to start campaign programs immediately.

Calling All Calls

POLICE-CALL commercial scripts, because of the possibility of instilling a false alarm spirit in listeners through constant repetition, should be eliminated from station schedules, according to War Department and NAB recommendations. The War Department cited an example in which an annuoncer, simulating the metallic voice of a police radio announcer, begins: "Calling all men, calling all men — report to Glutz' Bargain Basement. . . ." It was pointed out that during wartime, when all men conceivably may be called for some kind of emergency duty, this type of commercial copy might have the effect of crying "wolf".

San Francisco

Due to the war, interest in radio broadcast has heightened tremendously. The public is expressing its continued confidence in this vital means of communication. Advertisers were quick to grasp that situation and are busy investing the dollars and cents of San Francisco business in the medium.

Although some advertisers have dropped radio since the war started, due principally to the fact that they cannot get the commodities due to Government priorities, and others have suspended, particularly the smaller, local businesses, either due to uncertainty of future or because the factory has chopped off its share of the merchant's advertising budget—it was the concensus of San Francisco Bay Area broadcasters and agency men that radio will more than hold its own in 1942.

Every station manager or sales manager interviewed looked for bigger billings in 1942 than last year, although some admitted that they would have to fight to maintain the increase — particularly where local accounts are concerned.

Most of them agreed that national advertisers have expressed their complete confidence in radio and will maintain their broadcasting budgets in every case possible and in a number of instances, particularly in the food and drug classifications, will increase their radio budgets. It was apparent that the war will not affect the majority of the major network advertisers, except of course the automotive and home appliance manufacturers.

Many other classifications have indicated their intention of increasing their radio budgets. Among these are the beer companies—provided there is no difficulty in securing cans.

The large manufacturers are now geared to produce more and therefore will increase their advertising proportionately.

San Francisco, with its defense industries humming 24 hours a day in all the adjacent territory, is in a particularly advantageous spot for augmented advertising. The mushroom growth of many of the towns and cities in the immediate vicinity due to increased military and civilian defense has added to the buying power several times over normal.

San Francisco, too, is the major ship-building port on the entire Pacific Coast—is the major port to the war action in the Far East. It is the principal embarkation point to the war zones, bringing thousands of the military to the city to spend its money. Thousands of tons of cargo will funnel through the port of San Francisco for the war effort. All this means constant and increased employment for many thousands. They in turn are spending more money than ever before. And business in this region will gear up its advertising to meet the uptrend of business.

More Listening

Ed Franklin, manager of KJBS, San Francisco, pointed out that radio listening on the Pacific Coast, a focal point in the new war, has greatly increased. Listening is done on a 24-hour basis. December was the biggest month in advertising revenue in the history of KJBS. January, too, will be way up on the list.

Bill Pabst, and Ward Ingrim, general manager and sales manager, respectively, of KFRC, were equally optimistic on the 1942 outlook. They looked for a drop off in advertising of some classifications, but a step-up in the appropriations of other commodities.

Ingrim, who just returned from a business trip to the East, said: "From my observations and interviews with agency men and big advertisers, war or no war, if these companies want to stay in business, they've got to advertise." KFRC enjoyed a record 1941, Mr. Ingrim stated.

Like some of the other San Francisco managers, Al Nelson, skipper of KGO and KPO, stated that December was the greatest month in the history of the NBC station. He

WFBL for Central New York

SYRACUSE • 5000 watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

A RESOLUTION . . . to end Resolutions

Our clients don't have to make resolutions to play the Red in Richmond. They simply renew on WMBG—the Red Network Outlet. WMBG does a job—the clients do the rest.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

predicted 1942 will be even better than 1941. Mr. Nelson justified his predictions with the assertion that local department stores, which only nibbled at radio during 1941, are planning serious participation in the medium.

KSFO Optimism

Although KSFO was divorced Jan. 1 from CBS as its San Francisco outlet. Lincoln Dellar, general manager, was enthusiastic about business for the new year. He said the majority of the national spot advertisers and all the national strip shows had decided to stay with KSFO. In many cases they kept the same appropriation for their advertising. Now a non-network station, KSFO will cultivate more types of local accounts, Mr. Dellar stated.

In the East Bay, Philip G. Lasky, general manager of KROW, Oakland, had no fears for the future. He said his station lost some billings from merchants who couldn't get their merchandise but business on KROW was 15% greater in 1941 than was in 1940.

In Berkeley, Art Westlund, manager of KRE, looked for a continued upswing in radio business in 1942, but added that radio will have to fight to maintain that business, particularly that received from the local advertiser. Some of these advertisers still have war jitters, others were forced out of business due to inability to get merchandise.

Lou Keplinger, Harold H. Meyer and C. L. McCarthy, managers of KSAN, KYA and KQW, respectively, were fairly optimistic in the outlook for 1942, particularly the last named, because KQW on Jan. 1 became San Francisco affiliate of CBS.

The major San Francisco agencies that place the greatest amount of radio accounts, expressed a continued confidence in the medium. Walter Burke, radio director of McCann-Erickson, stated that many clients were increasing their use of radio in 1942, among them the makers of Lucky Lager Beer and Dwight Edwards Coffee (Safeway), Del Monte products will continue as will Pacific Gas & Electric Co.

The same story was true of other agencies. Brisacher Davis & Staff will continue to place radio business in 1942 for Powow, Acme Breweries, Peter Paul Inc., Margaret Burnham candies and others using radio in the past.

LISTENERS of WTMJ are following the progress of *The Milwaukee Journal's* monument to broadcasting, now under construction, through a series of programs aired each Saturday afternoon. A program titled *Radio City Rises* keeps them informed as to the growth of the $750,000 edifice that will house WTMJ, the *Journal's* standard outlet; W55M, the FM station, and WMJT, with its television facilities. Here T. L. Eschweiler, architect, points out a new addition to Announcer George Comte, as John Dahlman Sr., contractor, looks on.

Philadelphia

ALTHOUGH clouded by war excitement, defense priorities and sundry emergency restrictions, the optimism that characterized the radio and advertising business outlook throughout 1941 is being forecast for 1942. The most significant portend has been the wave of renewals enjoyed by local stations throughout the month of December, for both local and national accounts, with many calling for continued campaigns well into the new year.

One local radio station reported the renewal of 18 local accounts in a single December week—remarkable not only in face of the present national emergency, but because of a 28-day cancellation clause inserted into contracts for the first time because of the station's new network commitments. It was seen to prove that local advertisers are more than ever dependent on radio as an advertising medium in spite of the absence of continued guaranteed time.

The radio advertising of durable goods will dwindle almost to insignificance where the product is in the line of defense priorities or any other production difficulties because of the national emergency, it was thought. However, with an increase of expenditures for defense purposes, 1942 should see a corresponding increase in expenditures for consumers' goods.

Bigger Local Accounts

Advertising agencies servicing local accounts are of the opinion that such accounts will be better and bigger in 1942, so far as radio is concerned. Of necessity, some accounts will be practically nonexistant for the duration of the emergency. However, others not affected by defense production will more than make up the slack.

It has been pointed out that the Philadelphia metropolitan area enjoys the greatest concentration of defense workers in the country. More workers are enjoying weekly payrolls than ever before. As the head of the one agency specializing in local accounts appraised the situation, the defense workers are making money and they'll have to spend their wages. They won't be able to buy automobiles, tires, refrigerators and a long line of luxury items hit by the defense program, but they'll still be able to buy clothes, fix their teeth, and buy hair tonic, soft drinks, wines and countless other items for daily consumption.

Not being able to buy a new car, the workers will buy new clothes. And instead of one suit a year, they'll have the money to buy three or four, it was pointed out. Instead of making the overcoat serve for another season, they'll have the money to buy a new one this season.

'Luxury' Money Diverted

It is also brought to mind that not only will "luxury" money be diverted to available household products, but also the money that usually is spent in summer and vacation travels. Rationing of tires, and probably gasoline, will mean a curtailment of summer travel. The all-out defense program means that many workers will remain at their posts seven days a week to take advantage of the time-and-a-half pay for weekends, and with more women going into industry as the country drains manpower for the armed forces, it all adds up to a dark and gloomy summer season for the nearby resort and vacation points. It means the diverting of money for at-home expenditures.

As a result, all local radio stations anticipate an unprecedented 1942 expenditure by radio advertisers, both local and national, in food and drug products and in household furnishings. The tempo of these expenditures, however, will be considerably slowed, it is expected, during the months of February and March and perhaps in April, due to the fact that tens of thousands of people who never paid income taxes before will have to refrain from retail purchases to pay Uncle Sam.

Clipp Sees Big '42

Not only for local accounts, but the increase in expenditures for consumers' goods radio advertising will be as pronounced for national spot products, it was thought.

In forecasting the 1942 scene, Roger W. Clipp, vice-president and general manager of WFIL, voiced the representative opinion of local radio in predicting that the amount of money spent for radio advertising by national spot advertisers in 1942 will exceed the amount spent by local advertisers.

"Heretofore the ratio of a radio station's income has been in the neighborhood of 55-60% from local sources and 40-45% from national spot sources," observed Mr. Clipp. "We think the proportion will be reversed in 1942, particularly because of a drastic curtailment in credit sales and retail sales on credit.

"Credit houses will be reluctant to extend credit on account of the uncertainty of their customers' status in connection with the government's war plans. That 1942 will be a better all-around year for radio than 1941 will be further assisted by the mounting cost of production of other media compared to a relative static cost, except for labor, of radio station operation."

Added to the business picture is the fact that 1942 will unquestionably find radio the most important medium of communication for the American public.

"Never before has it been so important to have a satisfactory, efficient radio in every American home and automobile," said James T. Buckley, president of Philco Radio & Television Corp., in discussing the importance of radio to civilian defense and morale. "Only through radio can the Government and the Civilian Defense authorities establish immediate contact with all the people."

"The first duty and privilege of the radio industry in the coming year is to help the nation win the war," he added. "Broadcasting

A NEW GIANT!

KPAS

Pasadena, Calif.

10,000 WATTS DIRECTIONAL

UNLIMITED TIME

The only commercial station serving the Pasadena Market, the RICHEST market per capita in the Nation

+ PLUS +

Thorough coverage of SOUTHERN CALIFORNIA

11-10 on your dial.

AROUND THE CLOCK KPAS 11-10 ON YOUR DIAL

KPAS

Pacific Coast Broadcasting Co.

Studios in the Huntington Hotel, Pasadena, and Hollywood.

WCAR

We've Got

POWER 1000 Streamlined Watts

PROGRAMS Built by a Big Time Production Staff

COVERAGE That Hits Into Widespread Industrial & Rural Markets

LISTENERS With Money to Spend Who Prefer WCAR

all at LOW COST!

GET THE FACTS FROM WCAR

PONTIAC • MICH

THE FORJOAN CO. NATIONAL REPS

CHICAGO • NEW YORK

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

promises to be one of the decisive factors in winning the one now in progress."

Detroit

THERE is absolute pessimism over the 1942 radio market in the Detroit area. The war has cast a pall over normal business and manufacturing processes which seems at its thickest in the industrial area of Michigan.

Automotive advertising is practically non-existent today. It is expected that some commitments will be made during January, but forthcoming promotional effort appears to be developing on strictly an institutional—and extremely limited —basis.

In this respect, radio appears to be the most fortunate of all mediums, as matters now stand. With all space and time orders eliminated in December, the sponsors of the *Ford Sunday Evening Hour*, the *Major Bowes Program*, and the Champion transcriptions — Ford, Chrysler and Studebaker — continued for the moment — being in fact, the only advertising of the automobile world appearing since war's outbreak, aside from magazine insertions which were already on the presses.

Little Expected

But radio can expect little from the auto industry beyond these shows. Heretofore the greatest use of radio by the auto companies has been in spots of varying length, usually paid for jointly by company and dealers. Many dealers have withdrawn almost completely from advertising effort in the light of their forthcoming sales programs, eliminating cooperative spending. Factories which base their appropriations, beyond small amounts set up under any circumstances for institutional efforts, will have little to spend with passenger car output stripped to the lowest level since the days preceding World War I. The rationing order of Jan. 1 was a crippling blow, but its possibility had been foreseen.

This widespread reduction in manufacturing will result in disemployment of some 300,000 auto workers in the Detroit and Michigan industrial area by mid-February, half of which are already idle. The pickup of these workers on defense jobs is not expected to be completed until next mid-summer, and at present is proceeding at a rate of only 12,000 or so per month.

This is significant in any outline of radio anticipations for Detroit, for it inevitably will color the amount of national advertising placement in the motor city. For this reason stations here are not too hopeful about their schedules for the first half of this year, anticipating a dragging volume from both national and retail sources, but they believe that the last half of 1942, with defense industry and fat payrolls growing in Detroit, will prove most exceptional.

Canada

PROSPECTS for radio advertising in Canada in the third winter of the war continues to look good. There is no note of pessimism among broadcasters or advertising agencies—in fact, there has not been since the start of the second world-wide war.

Business in 1941 was better than 1940, and for the early part of 1942 this tendency to better business looks like it will continue. This much has been gathered from a survey of broadcasters, advertising agencies and station representatives made in Toronto.

As one station representative pointed out, radio is in a fortunate position in regard to advertising in that most of the products advertised on the air in Canada have been those least affected by wartime restrictions or material shortages due to production for the armed forces. Heavy industry has used little radio in Canada, and as a result there have been few advertisers who have had to curtail or stop their radio advertising due to lack of consumer products.

New Business Prospects

Prospects for new radio advertisers look good, both for local and national advertisers. In the local field some stations have already found that recent restrictions on metals, tires, automobile sales, refrigerator and radio production curtailment, are bringing new advertisers to the stations. One station for instance has this winter an ice skate exchange service due to curtailment of production of ice skates and the ban on sale of skates at the end of this winter. Others are selling car dealers, who would cancel their radio advertising due to lack of new products to advertise, on the repair and used equipment side of their business. These stations have had few cancellations from this class of radio advertiser.

Radio is expected to continue playing an important part in the maintenance of morale, buoying up the spirits of the people in the long struggle through dark periods. Radio will continue to be used by the government for war financing and other campaigns, the paid campaigns which have been carried out by government departments having proved successful insofar as the use of radio was concerned. It is also expected that radio will be used by heavy industry advertisers to explain scarcity of certain manufactured articles. As one radio executive emphasized, broadcasting can do an especially good job along that line, being especially adapted for the personal touch in any goodwill or institutional type of advertising.

Local stations in manufacturing centers are finding that department stores are now taking daily time on local and nearby radio stations, changing their attitude of using radio only for special sales. News on the hour has been found the best-selling radio program, and more stations are adopting it. With the possibility of restrictions on the sale of direct news sponsorship being lifted in the Dominion, news will become an even more valuable commodity, it is felt.

Agencies representing national advertisers see no immediate changes in outlook for 1942, most accounts using radio showing a normal increase in the past year and planning such an increase in the coming year. No effect of restrictions, curtailment in production, or price ceiling regulations have been noticed yet insofar as radio advertisers are concerned.

It is expected, though, that there may be some cancellations or curtailments in advertising schedules in the early months of 1942 as the effect of new wartime regulations are felt. But to replace these cancellations there will be new advertisers with new products. It is not expected that the effect of recent regulations will be felt much before Spring.

Representatives point out that bookings for the first part of 1942 look healthy, that the past year was ahead of 1940. They felt that everyone in the broadcasting industry would be putting more effort into promotion and program ideas, and try to obtain new accounts to replace those expected to curtail their expenditures.

HONEST PRESS AGENT gets this photo published because of unique letter, which opens: "I am taking the liberty of writing to you to tell you about our 'Little Treasury House', which, of course, is not either original or unusual, having been promoted by other radio stations prior to this." The booth, operated by WBTM, Danville, Va., has brought in over $20,000 worth of bonds and about $1,000 in stamps.

KINY
"The Friendly Voice of the Capital"
"Do You Know"
Over half the population of Alaska is within the coverage area of KINY. This exclusive market is waiting for your sales message.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau·Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Where But
WSYR
SYRACUSE
can you get the
"PERFECT
COMBINATION?"
5000 Watts at 570 Kc.

ANNOUNCEMENT

THE RADIO EXECUTIVES CLUB

of NEW YORK

effective January 7, 1942

will hereafter hold its weekly luncheons in the Empire Room of Hotel Lexington, Lexington Avenue at 48th St., N. Y. C.

John Hymes, President

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSIONS

DECEMBER 27 TO JANUARY 2 INCLUSIVE

Decisions . . .

DECEMBER 30

NEW, Susquehanna Broadcasting Co., York, Pa.—Granted CP new station 900 kc 1 kw D.

NEW, Jacksonville Broadcasting Corp., Jacksonville, Fla.—Granted CP new station 1270 kc 5 kw D & N directional N.

KTRB, Modesto, Cal.—Granted modification CP operate 1 kw D & N install new transmitter directional changes.

KGLO, Mason City, Ia.—Granted CP new transmitter increase 5 kw.

DESIGNATED FOR HEARING — **WJMS, Ironwood, Mich.**, license renewal; **WATW, Ashland, Wis.**, same (joint hearing).

NEW, Radio Corp. of Orlando, Orlando, Fla.—Placed in pending file under order 79.

NEW, The Gazette Co., Cedar Rapids, Ia.—Denied request reconsider and grant new station; placed in pending file under Order 79.

WINS, New York—Denied special service authorization increase 5 kw using WHN transmitter; extended present ssa.

W9XYH, Superior, Wis.—Denied request operate FM station commercially.

WAAF, Chicago—Denied petition rule directed against WWJ for interference protection to nighttime service as proposed pending application; Commission on own motion amended issues to be determined in WAAF hearing for CP and determination WWJ nighttime operate to reducing interference from WAAF proposed operation making WWJ party respondent to WAAF applic.

WARM, Scranton, Pa.—Granted license to cover CP.

NEW, Anthracite Broadcasting Co., Scranton—Dismissed similar applic. with prejudice.

Applications . . .

DECEMBER 30

NEW, Bremer Broadcasting Corp., Jersey City, N. J.—Amend applic. CP new FM station re studio and transmitter site change 49.5 mc. coverage 6,135 sq. mi. equipment changes.

WLAK, Lakeland, Fla.—Transfer control to O. S. Ward (100%) 100 shares common stock.

KCMC, Texarkana, Tex. — CP change 1230 kc.

WGPC, Albany, Ga.—Voluntary assignment to Albany Broadcasting Co.

NEW, Valley Broadcasting Co., Columbus, Ga.—CP new station 1270 kc 500 w N 1 kw D unl directional D & N.

NEW, Edward E. Reeder, Seattle, Wash.—Amend applic. CP new station 1600 kc contingent on KPMC shift.

KGHF, Pueblo—CP increase 1 kw D 500 N transmitter changes.

KFQD, Anchorage, Alaska—Modification license to unl. time.

AGENCY Appointments

GLOBE GRAIN & MILLING Co., Los Angeles, division of Pillsbury Flour Mills Co., to McCann-Erickson, Minneapolis.

MONARCH CAMERA Co., Chicago, to United Adv. Cos., Chicago

THRIFTY DRUG Co., Los Angeles (Southern California chain stores), to Hillman-Shane-Breyer, that city. Will increase advertising schedule in 1942.

MINNESOTA STATE TOURIST BUREAU to Campbell-Mithun, Minneapolis, Lester Will account executive.

COMER PRODUCTS Co., Cleveland (Wave-to-Stay), to Hubbell Adv. Agency, Cleveland. Said to use radio.

KING MIDAS FLOUR MILLS, Minneapolis (flour), to Olmstead-Hewitt, Minneapolis. Plans include use of radio, newspapers and farm papers.

SONTAG DRUG STORES, Los Angeles (drug chain), to Milton Weinberg Adv. Co., that city. Radio plans still in formative stage.

CALIFORNIA-GROWN SUGAR GROUP, San Francisco, to McCann-Erickson, San Francisco. Said to use radio.

Network Accounts

All time EST unless otherwise indicated.

New Business

WM. WRIGLEY JR. Co., Chicago, on Jan. 1 started *First Line of Defense* on 69 CBS stations, Thurs., 10:15-10:45 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

CARTER PRODUCTS Inc., New York (Carter's Little Liver Pills), on Jan. 11 starts *Those Good Old Days* on an unnamed number of Mid-West NBC-Blue stations, Sun. 8:30-9 p.m. Agency: Street & Finney, N. Y.

SEVENTH DAY ADVENTIST Radio Commission, Los Angeles (religious), on Jan. 4 started *The Voice of Prophecy*, on 87 MBS stations, using WMCA in New York, Sun. 7-7:30 p.m. Agency: Parker & Assoc., Hollywood.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), on Jan. 5 starts *Jane Endicott, Reporter* on 5 CBS-Pacific stations, Mon. thru Fri., 10.45-11 a.m. (PST). Agency: Lord & Thomas, San Francisco.

Renewal Accounts

SUN OIL Co., Philadelphia (Sunoco gas and oil), on Jan. 26 renews for 52 weeks *Lowell Thomas* on 24 NBC-Blue stations, Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Philadelphia.

AMERICAN HOME PRODUCTS Corp., Jersey City, on Jan. 27 renews for 52 weeks *Easy Aces* (Anacin), and *Mr. Keen* (Kolynos), and adds 7 NBC-Blue stations making a total of 72 Blue, Tues., Wed., Thurs., 7-7:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIES SERVICE Co., New York (gas & oil), on Jan. 30 renews for 52 weeks, *Cities Service Concert* on 62 NBC-Red stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

BARBASOL Co., Indianapolis (shaving cream), on Jan. 4 renewed for 13 weeks, *Gabriel Heatter*, on 17 MBS stations, Sun., 8:45-9 p.m. Agency: Erwin, Wasey & Co., N. Y.

LEVER BROS. Co., Combridge, Mass. (Silver Dust), on Jan. 5 renews for 52 weeks *Bright Horizon*, on 58 CBS stations, Mon. thru Fri., 11:30-11:45 a.m., rebroadcast, 2-2:15 p.m. Agency: BBDO, N. Y.

R. B. SEMLER Inc., New Canaan, Conn. (Kreml hair tonic), on Jan. 4 renewed for 52 weeks *Gabriel Heatter* on 26 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste), on Jan. 4 renewed for 52 weeks *Gabriel Heatter* on 10 MBS stations, Tues., Thurs., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Jan. 1 renewed for 52 weeks *Rudy Vallee Show* on 74 NBC-Red stations, Thurs., 10-10:30 p.m. (EST). Agency: McKee & Albright Inc., N. Y.

MILES LABS, Elkhart, Ind. (Alka Seltzer), on Feb. 1 renews for 52 weeks *Newspaper of the Air*, on 32 Don Lee stations, Sat. thru Sun., 10-10:15 a.m., and 9-9:15 p.m. (PST). Agency: Associated Adv. Agency Inc., Los Angeles.

THOMAS J. LIPTON Ltd., Toronto (teas), on Jan. 4 renews *Lipton's Tea Musicale* on 33 Canadian Broadcasting Corp. stations, Sun. 6:15-6:45 p.m. (EDST). Agency: Vickers & Benson, Toronto.

GENERAL FOODS, Toronto (Jello), renews for 39 weeks *Jack Benny* on 27 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

KELLOGG Co. of Canada, London, Ont. (corn flakes), on Jan. 1 renews for 52 weeks *Madeleine et Pierre* on CKAC, Montreal; CHRC, Quebec, Mon. thru Fri. 5:45-6 p.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

FOR ALL YOUR FM NEEDS
FM Broadcast Transmitters 250 to 50,000 Watts
Measuring and Testing Equipment
Tubes
FM Police and Emergency Transmitters and Receivers
S-T Transmitters
Receivers for Home and S-T Service
GENERAL ELECTRIC

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 5 renews for 13 weeks *True Or False* on 63 NBC-Blue stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

CHARLES H. PHILIPS CHEMICAL Co., New York (milk of magnesia), on Jan. 30 renews for 52 weeks *Waltz Time* on 61 NBC-Red stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

KOLYNOS Co., Jersey City (toothpaste), on Jan. 27 renews for 52 weeks, *Mr. Keen, Tracer of Lost Persons*, on 64 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (proprietary), on Feb. 1 renews for 52 weeks *American Album of Familiar Music*, on 68 NBC-Red stations, Sun. 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (proprietary), on Jan. 27 renews for 52 weeks, *Easy Aces*, on 53 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m., rebroadcast on 11 Pacific Blue stations 12-12:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

CURTISS CANDY Co., Chicago (candy bars), on Jan. 3 renewed for 52 weeks *Jackson Wheeler & the News*, on 39 CBS stations, Sat., Sun., 11-11:05 a.m. Agency: C. L. Miller Co., N. Y.

CANADA STARCH Co., Montreal (corn syrup), on Jan. 5 renews *Que Feriez Vous* on 3 Canadian Broadcasting Corp. French stations, Mon. 8:30-9 p.m. (EDST). Agency: Vickers & Benson, Montreal.

KRAFT CHEESE Ltd., Toronto, on Jan. 6 renews *Cafe Concert Kraft* on CKAC, Montreal; CHRC, Quebec, Tues. 8:30-9 p.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

NATIONAL BISCUIT Co., New York (Premium crackers), on Jan. 5 renews for 26 weeks news broadcasts on 12 midwest stations. Agency is McCann-Erickson, N. Y.

Network Changes

SIGNAL OIL Co., Los Angeles (petroleum products), on Dec. 28 shifted *Signal Carnival* on 14 NBC-Pacific Red stations, from Sunday, 8-8:30 p.m. (PST), to Sunday, 9:30-10 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

PROCTER & GAMBLE Co. of Canada, Toronto (Camay), on Jan. 1 replaced *Guiding Light* with *Pepper Young's Family* on 28 Canadian Broadcasting Corp. stations, Mon. thru Fri., 4:30-4:45 p.m. (EDST), and *Against The Storm* (Ivory) is replaced with *Life Can Be Beautiful* on 28 CBC stations Mon. thru Fri., 4-4:15 p.m. (EDST). Agency: Compton Adv., N. Y.

VICK CHEMICAL Co., New York (Vicks Vapo-Rub & Va-tro-nol), on Jan. 23 discontinues *News for Women*, on 5 CBS stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Morse International, N. Y.

KRAFT CHEESE Co., Chicago (Parkay), on Jan. 4 added 20 NBC-Red stations to *The Great Gildersleeve*, making a totol of 52 Red stations, Sun., 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

Carnation's Decade

TEN YEARS of musical service on the air is the record of the *Carnation Contented* program which will hold a double celebration Jan. 5 on NBC-Red commemorating its own anniversary and the New Year. Program on NBC since Jan. 4, 1932, is sponsored by Carnation Co., Milwaukee, for Carnation milk, Mondays 10-10:30 p. m. Agency is Erwin, Wasey & Co., Chicago.

Address by Churchill On 44.7% of Receivers

LARGEST recorded American radio audience ever to hear Prime Minister Winston Churchill of England or any other British Prime Minister was scored Dec. 26 when the Cooperative Analysis of Broadcasting found that 44.7% of the country's radio set-owners interviewed at home heard Mr. Churchill's address before a joint session of Congress. The speech was broadcast on NBC, CBS and Mutual, 12:30-1:05 p. m.

Although the Churchill rating Dec. 26 topped nearly all President Roosevelt's ratings for daytime broadcasts, it fell considerably short of the 65.7 rating recorded when Mr. Roosevelt broadcast Dec. 8 his message to Congress asking for a declaration of war on Japan.

Harry E. Green

HARRY E. GREEN, 58, a member of the advertising department of RCA Mfg. Co., Camden, for 33 years, died suddenly at his desk Dec. 29 of a heart ailment. In addition to handling the purchase of advertising space in newspapers and magazines, Mr. Green was in charge of RCA's radio advertising, including all booking of the *Music You Want* programs, now heard on more than 70 stations throughout the country.

Roger H. Bowers

ROGER H. BOWERS, 64, musical comedy composer and a conductor for NBC Radio-Recording Division, died Dec. 29 in Doctors Hospital, New York, after a ten-day illness. He also had conducted for WEAF, WOR and WMCA, New York.

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

Dominant

IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Clear Channel

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout. Box 292A, BROADCASTING.

Newly Licensed Operator—$80.00 monthly, room and board equivalent to $125.00 monthly. Draft exempt. Puerto Rico. Box 291A, BROADCASTING.

Salesman—Regional Midwest network station has good opportunity for man with some radio sales experience. 15% commission, $25.00 guarantee to start. Box 293A, BROADCASTING.

Announcer—A-1, for 1942's best 250-watt station in America. Tired of boomers. If you have the stuff then you're on our staff. Salary open. Rush your voice, references, etc. to WCMI, Ashland, Kentucky.

Experienced Announcer — Midwest clear channel station seeking draft exempt announcer with several years' experience. Capable of top job selling commercials and also handling emcee work both air and personal appearances. Submit salary expected, photo, education and complete background, including commercial experience, immediately. Box 301A, BROADCASTING.

A 250 Watt Local Station—Located in South Atlantic state has opening for salesman who can not only sell but write copy. Excellent opportunity and living conditions for draft exempt man who can qualify. Give full details and expected starting salary. Box 290A, BROADCASTING.

Situations Wanted

To Help Keep "Japs" Off America's Hands—Apply lotions of laughter regularly. For potent formulas, consult Hollywood's gag specialist. Box 295A, BROADCASTING.

Chief Engineer—Desires change, Midwest or West. Reasonable, experienced. Box 300A, BROADCASTING.

College Woman—Single, thoroughly experienced in women's features, programming, promotion, traffic, continuity, desires opportunity with progressive metropolitan station, eastern location preferred. Now employed, audition, references on request. Box 297A, BROADCASTING.

Salesman—Draft exempt, young, aggressive, ideas, good exeprience and record—seeks change to better market. Box 303A, BROADCASTING.

Situations Wanted (cont'd)

ANNOUNCER—Now employed but wants position offering advancement. Three years' experience. Network. Can write script. Good background of travel and education. Two dependents. Box 305A, BROADCASTING.

Now Operator-Announcer at Small Station—Want change to station offering advancement possibilities, expect $140 month. Married. 45. 7 years amateur. Like Ohio region. Box 294A, BROADCASTING.

Program Department—Young woman commentator-actress—director—writer, wishes all around position in station or agency. Children's programs. Public relations. Merchandising ideas. Box 304A, BROADCASTING.

Experienced woman radio commentator—Background three years' broadcasting Australia, Hawaii, other countries besides United States . . . desires station affiliation anywhere. Seven years with leading international advertiser, merchandising-promotion. References. Box 306A, BROADCASTING.

Your News Department—Is increasingly important because of the war. There is available a newspaperman of long experience, with radio experience as well. This man is now managing a small station, but believes his experience and ability can be utilized more profitably elsewhere, and would prefer post with larger station. His radio experience has been confined to small stations, but he has sound ideas, writes exceptional script and produces programs that build audiences. Experienced at newscasting, special events, remotes and handling talent. This man is under 45, married, pleasing personality, draft exempt, and an enthusiastic, hard worker. Box 302A, BROADCASTING.

Wanted to Buy

General Radio Frequency Monitor—With type 475-A or B Oscillator and Type 681 A Deviation Meter. Box 296A, BROADCASTING.

For Sale

Good condition—two late model RCA, WE, or Presto turntables with pickups; one RCA, WE or Collins speech console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

New RCA Recording Head—For use on their 70B table, cost $85.00, will sell for $42.50. KGVO, Missoula.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

Priorities Plan Being Devised For Communications Services

Definite Grouping of Activities Is Planned as Subcommittee Makes Study; Peebles Named

WITH the Defense Communications Board, through a subcommittee of the DCB Priorities Liaison Committee, undertaking to formulate definite categories for the defense functions of the various communications services, the new OPM-DCB priorities plan is being whipped into operation. At last, also, the Office of Production Management last Thursday formally announced appointment of Leighton H. Peebles as chief of the new Communications Branch of OPM.

It was understood the three-man DCB subcommittee—made up of FCC Assistant Chief Engineer Gerald C. Gross, FCC Attorney William Bauer and Lt. Col. Foster Stanley of the Army Signal Corps—will study both the general principles of priorities applying to the communications industry and the categories of communications services in their relation to the war effort and defense.

Peeble's Staff

The study was authorized at a Dec. 29 meeting of the Priorities Liaison Committee (Committee No. 13). Findings are to be submitted to the full committee and may form the basis of a later report to DCB and OPM. Mr. Peebles attended the Dec. 29 meeting.

Since announcement by DCB Dec. 18 of the far-reaching OPM-DCB priorities plan, designed to alleviate an increasingly bad materials supply situation for the communications industry [BROADCASTING, Dec. 22, 29], Mr. Peebles has been organizing a staff for the new Communications Branch of OPM. Formal announcement of his appointment has been held up for several weeks because of a reorganization within OPM itself. Originally it was planned to establish the Communications Branch under the OPM Civilian Supply Division, headed by Leon Henderson, but according to present indications the new branch will be set up more or less independently, with Mr. Peebles responsible directly to OPM Director General Knudsen and Associate Director General Hillman rather than Mr. Henderson.

Mr. Peebles is preparing a budget for his unit, which is expected to include about 50 persons, engineers and a clerical force, and also is receiving from the Civil Service Commission a list of prospective selections for his staff of communication engineer experts. Although the new unit is to be housed in quarters adjoining the FCC engineering department in the New Postoffice Bldg., so far no space has been secured.

As chief of the Communications Branch, Mr. Peebles will operate in close liaison with DCB in drafting plans for handling the material needs for the entire communications industry, including broadcasting.

MR. PEEBLES

A graduate of Union College, Schenectady, N. Y., where he studied under the late Charles P. Steinmetz, he has had wide experience as an engineer. Entering the national defense organization in June, 1941, he was placed in charge of the power section of OPACS.

Mr. Peebles began his Government career in 1931 as chief of the lumber division of the Bureau of Foreign & Domestic Commerce of the Commerce Department, remaining there until 1933, when he was named deputy administrator of the NRA in charge of public utilities and communications. He became supervising utility analyst, specializing in depreciation, with the Securities & Exchange Commission in 1937.

FORECASTERS TOSSED
For a Loss in Outcome of Big Bowl Games

WITH Dope charts tossed out the window, the outcome of the five New Year's Day football bowl contests threw radio's prognosticators for a loss. Leading other entrants in BROADCASTING's Brain Bowl prediction contest was Charley Bryant, lone-wolf football forecaster of KVI, Tacoma, Wash.

Of the entrants, three managed to pick two winners out of five games and a third two out of four. Mr. Bryant squeaked out a few points ahead of the others on the basis of his score predictions, with only a five-point differential between his predictions and the actual scores in the games of the two winners he picked.

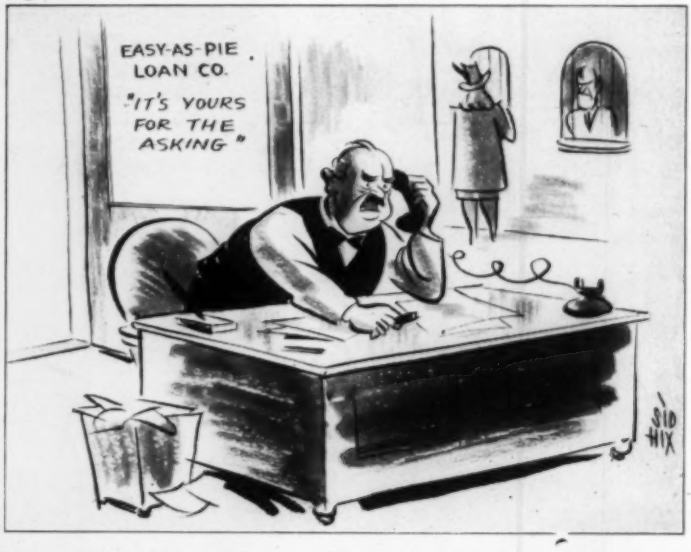
Placing after Mr. Bryant were the Football Forecast Board of KDFN, Casper, Wyo., who suggested the contest, with a 15-point differential, and Fred C. Weingarth, sports announcer of WDAF, Kansas City, with a 16-point differential in picking two winners in four games. A fourth entrant, the sports department of the *Moscow* (Ida.) *Daily Idahoian*, participating under auspices of KDFN, also named two winners with a 10-point differential.

General Mills 'Party'

GENERAL MILLS, Minneapolis, on Jan. 10 starts a half-hour Saturday morning program at 10-10:30 a.m. for 21 weeks on an undetermined number of NBC-Red stations. Titled *Family Party*, the program, probably institutional, will originate out of Chicago with pick-ups from other cities, and will consist of stars and talent drawn from various General Mills shows on three networks. Agency is Blackett-Sample-Hummert, Chicago.

Many Enter Opera Contest

RUSH before the Jan. 1 deadline in the $10,500 "Great American Operetta" contest conducted by WGN, Chicago, brought the total of entries to more than 1,500, from 45 States. The three winning operettas will be presented on WGN-MBS *Chicago Theater of the Air* next spring.



Listen, WOOF—No wonder Our Commercials Sound so Indifferent . . . That Announcer of Yours Still Owes Us $150!

WLAK, Lakeland, Fla. Is Bought by S. O. Ward

SALE of WLAK, Lakeland, Fla. local, by Bradley R. Eidmann, to S. O. Ward, of Nashville, for $23,000 is proposed in an application filed last week with the FCC. Mr. Ward, an executive of WLAC, Nashville, and 40% owner of WHUB, Cookeville, Tenn., would acquire all of the station's stock from Mr. Eidmann.

Mr. Eidmann has been in bad health since he acquired WLAK from the *Tampa Tribune* last April. He was formerly program director of WAAF, Chicago. His decision to sell the station was based on advice from his physician, it was said. Mr. Ward has been active in radio since 1925. He had resigned, effective Jan. 1, from the WLAC staff.

Carter Revision

CARTER PRODUCTS Inc., New York (proprietary), on Jan. 11 starts a program of old music featuring old-time stars, on an unnamed number of midwest NBC-Blue stations, Sunday 8:30-9 p. m. Titled *Those Good Old Days*, show will include singers from the Gay Nineties Cafe in New York. Account is handled by Street & Finney, New York. At the same time company announced that on Jan. 4 handling of the *Inner Sanctum Mystery* series for Carters Little Liver Pills on 46 NBC-Blue stations, Sun. 8:30-9 was shifted from Street & Finney to Stack-Goble, New York. All other domestic advertising for the product remains with the former agency.

Chesterfield Plans

CURTAILING of all newspaper advertising for Chesterfield cigarettes during the month of Jan. announced by Liggett & Myers last week will have no effect on 1942 plans for radio, a spokesman of Newell-Emmett agency handling the account, stated. He also indicated the January stoppage was not a criterion for general cutting of newspaper space during the coming year since, 1942 plans are not yet complete. Company last August similarly stopped all paper advertising but returned the following month. Radio will go on uninterrupted with *Glenn Miller* on CBS and *Fred Waring* on NBC-Red continuing on regular schedules.

Nesbitt to Expand

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange beverage), through Walter K. Neill Inc., that city, on Dec. 27 started for 52 weeks sponsoring *Bob Garred Reporting* on 6 CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KIRO), Saturday, 5:45-5:55 p.m. Other stations are to be added. In addition, the firm will continue to use spot announcements with dealer tie-in in other major markets.

Capt. Johnson Named

CAPT. TOM JOHNSON, formerly commercial manager of KTOK, Oklahoma City, and recently in the radio section of the Morale Branch of the War Department, has been named head of the foreign department of the U. S. Army Motion Picture Service. He will continue to be stationed in Washington.

XUM

"I'll Think About That Tomorrow"

IT WOULD BE gratifying indeed if management men in American business could contemplate the prospect of solving tomorrow's problems as lightly as did Scarlett O'Hara in "Gone With The Wind". Planning for the future is difficult, for management's problems of the moment are of prepollent complexity.

Under present circumstances, it is not surprising that the first thought of some business men is to curtail advertising, conserve resources. But business history proves that the man who reasons thus has not "found the philosopher's stone".

Industry's yellow pages turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short.

Yes, tomorrow's business faces fact—not fiction. Tomorrow's management men will be confronted once more with the problems of a buyer's—not a seller's—market. Tomorrow's salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion. Tomorrow's advertising must produce, as never before, more effective results from every last penny of the advertising appropriation.

To some, it might not seem the better part of wisdom to sell increased use of WLW when our schedules are so full—when sales of our facilities are the highest in our history.

But we aren't thinking about this month, or next—we're concerned with next year, and the year after that—when we return to the economy of the buyer's market and there is keen competition for the customer's nod of acceptance.

Moreover, we believe that the best time to advertise is when you have all the business you can handle, and that we should never miss an opportunity to leave this cogent thought—when you buy WLW, you buy at what is probably the lowest cost per impression in modern advertising.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION